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STYLE PACKAGE TEST

MPID #5547/296

- FINAL REPORT -

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Prepared For:
Lorillard Tobacco Company
New York, New York
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BACKGROUND

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Background And Purpose

- In 1992, Style was introduced as a Fashion Brand with a price benefit. Style's target market is female smokers, aged 35-59 years old who are seeking a fashionable image and a quality product at a savings.
- As a result of research conducted in 1995, a revised Style package design ("S" design in beige for non-menthol, green for menthol) was placed in Texas and New Mexico as a test market with the objective of enhancing the brand's appeal.
- Marketing has developed another revised package design for Style as a potential means to further enhance the brand's appeal to its target market.

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- While Style's key target is female Fashion Brand smokers, Non-Fashion Brand smokers also carry importance as they contribute to Style sales. Therefore, both smokers groups were included in the research.
- The purpose of the study is to determine if the New package design generates significantly stronger appeal (including purchase intent) than the Current white package design and the beige/green package design in Test Market. (See Action Standard on Page 5)
- Competitive Fashion Brand package designs -- Capri Slim Lights, Misty Slim Lights and Virginia Slims Lights -- were also evaluated by respondents. These results will be contrasted with the evaluations of the Style package designs.

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Methodology

- Interviewing was conducted among the following female low tar 100MM smokers (smoke 5+ cigarettes/day), 35-59 years old:
 - 103 Fashion Brand smokers, 52% non-menthol and 48% menthol. Fashion brands include: Capri (Slim) Lights, Misty Slim Lights, Salem Slim Lights, Style and Virginia Slims Lights.
 - 82 Non-Fashion Brand smokers, 54% non-menthol and 46% menthol. Non-Fashion brands include: Benson & Hedges Lights, Marlboro Lights and Salem Lights.
- Respondents were exposed to all three Style package designs, one at a time. For each design, respondents were asked to rate it on a 10-point scale in terms of how much they liked the design, purchase interest, agreement for image characteristics and the brand's gender/age user profile based on the package design.
- After all three Style designs were shown, consumers were then asked which design they liked best and reasons why they liked it best.

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- Next, respondents saw two of the three competitive package designs, one at a time. For each, they were asked to rate it, using the same scale they used to rate the Style designs, and agreement for selected image characteristics.
- Respondents were shown either the non-menthol or menthol designs based on the type they smoke. The order of the package designs shown to respondents was rotated to reduce order bias.
- Interviewing was conducted October 15 - November 3, 1996 in central location facilities in the following nine markets:

Atlanta, GA
Chicago, IL
Detroit, MI
Jacksonville, FL
Milford, CT

Nashville, TN
New Orleans, LA
Pittsburgh, PA
Washington, DC

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Action Standard

- In order for the New Style package design to be considered for introduction, it must achieve a significantly greater mean overall rating (90% confidence level) versus the Current design and the Test Market design among the key target group, Fashion Brand smokers.
- Furthermore, the New Style package design must exhibit significantly greater purchase intent than the Current and Test Market Style package designs.

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CONCLUSIONS

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Conclusions

1. The New Style package design met the action standard of achieving a significantly greater mean overall rating versus the Current white package design and the beige/green package design in Test Market among the key target, Fashion Brand smokers.
2. Additionally, among the key target, the New design generated significantly greater purchase intent than the Current design and had a directional advantage versus the Test Market design.
3. The strength of the New Style design versus the Current and Test Market designs for overall measures was seen among Non-Fashion Brand smokers as well.
4. Among both Fashion Brand smokers and Non-Fashion Brand smokers, the New package design scored highest versus the Current and Test Market designs for all imagery dimensions.
5. Importantly, the highly rated New Style design was comparably rated to the competition, Capri Slim Lights, Misty Slim Lights and Virginia Slims Lights for overall measures and imagery dimensions.

DETAILED FINDINGS

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Detailed Findings

1. Overall Evaluation

A. Total Smokers

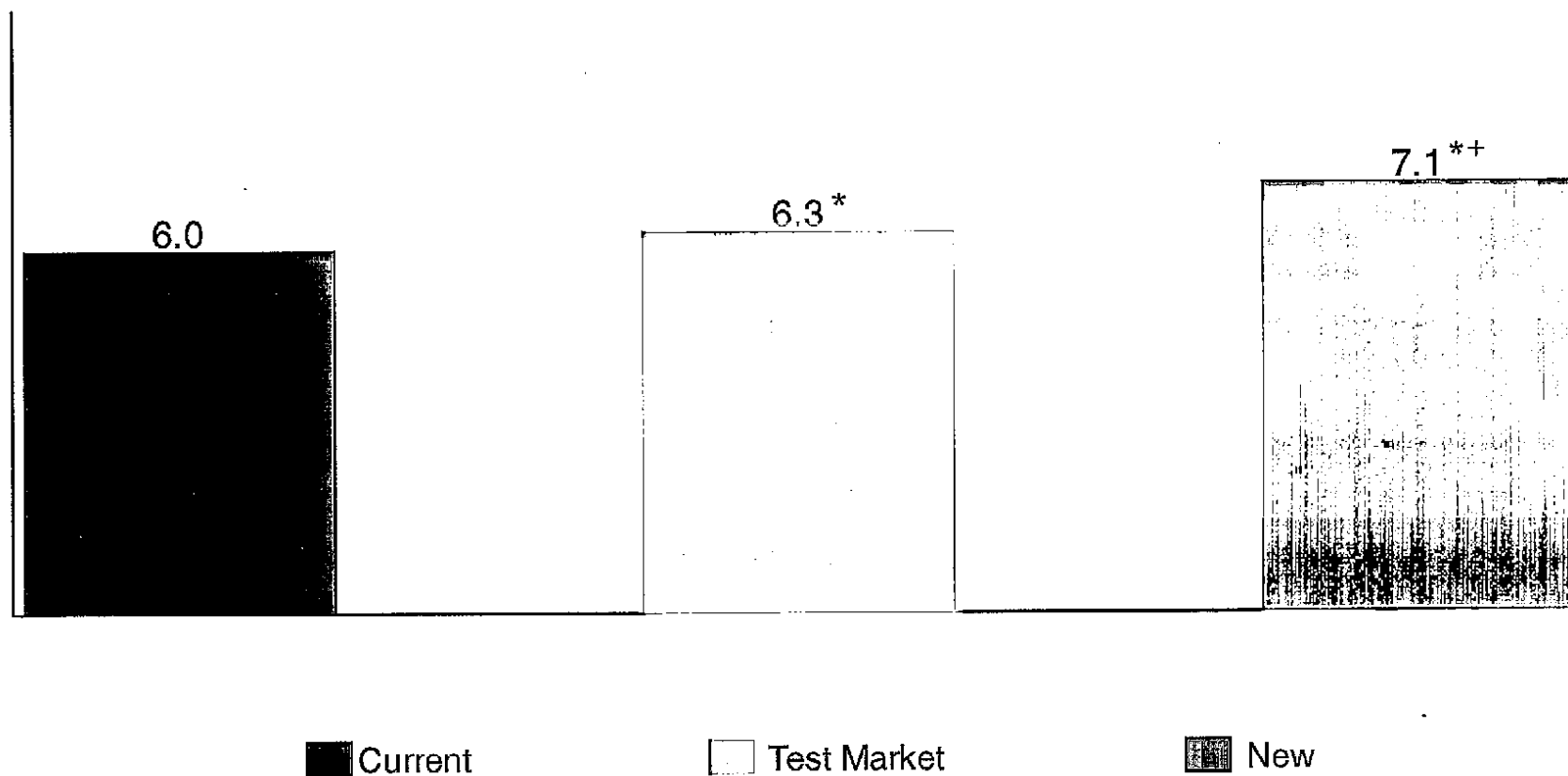
Smokers found the New Style package design to be superior to both, the Current white pack and the beige/green package design in Test Market. The New design received significantly greater scores for mean overall rating, purchase intent and package design liked best.

Of the Current and Test Market designs, the Test Market design was significantly more appealing.

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MEAN OVERALL RATING

- Total Smokers -



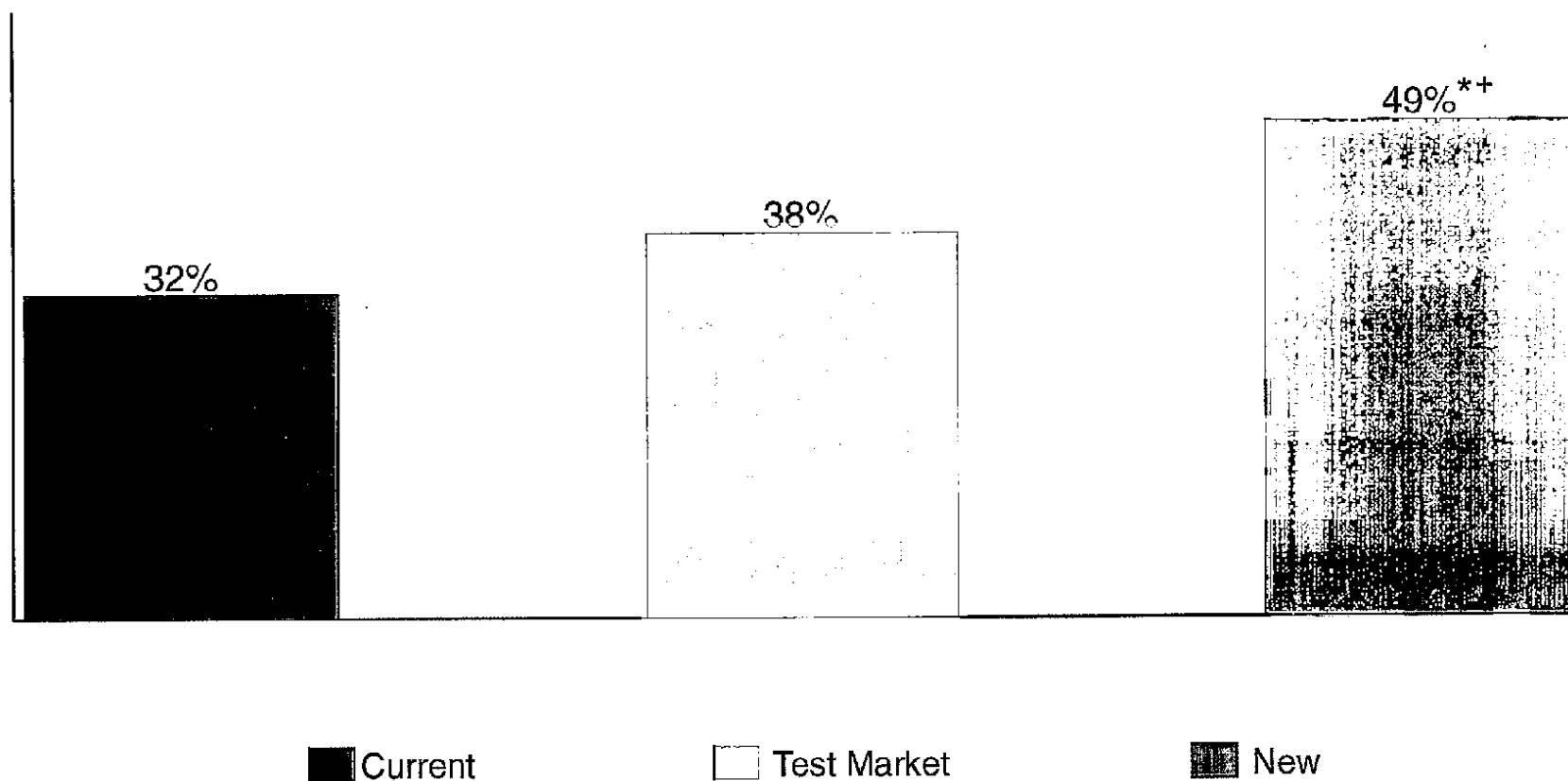
* = Significantly greater than Current at the 90% confidence level
+ = Significantly greater than Test Market at the 90% confidence level

(See Table 1a)

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PURCHASE INTENT - % DEFINITELY/PROBABLY BUY

- Total Smokers -



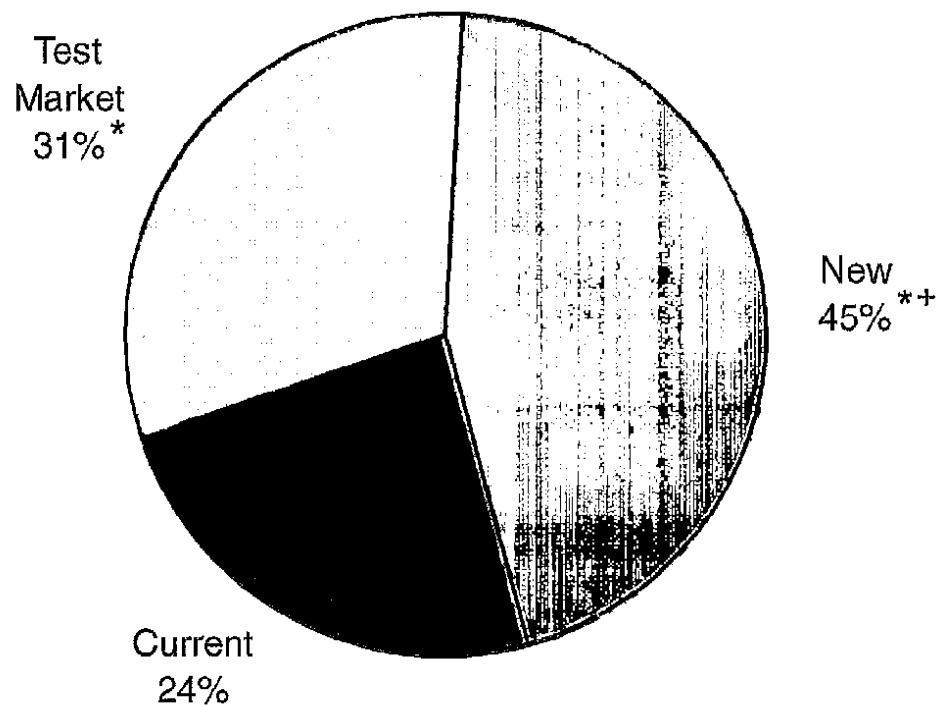
* = Significantly greater than Current at the 90% confidence level
+ = Significantly greater than Test Market at the 90% confidence level

(See Table 2a)

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PACKAGE DESIGN LIKED BEST

- Total Smokers -



* = Significantly greater than Current at the 90% confidence level

+ = Significantly greater than Test Market at the 90% confidence level

(See Table 3a)

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The "bright/bold colors" was the focus of reasons for liking the New package design best. Smokers also found the New design more "attractive" than the Current and Test Market designs.

The Test Market package design was liked for its "soft/pastel colors" and for being "feminine looking." Smokers liked the Current package design for its simple look and the "S." Both, the Test Market and Current package designs were liked for being "classy looking."

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TOTAL REASONS FOR LIKING SPECIFIC PACKAGE DESIGN BEST

- Total Smokers -

	<u>Current</u> %	<u>Test</u> <u>Market</u> %	<u>New</u> %
<u>Color (Net)</u>	<u>66</u>	<u>84</u>	<u>92</u>
Soft/light/pastel colors	18	34	2
Bright/bold colors	18	24	66
Like the colors	16	34	35
Like the green	14	16	8
Like the peach	-	14	-
Simple	36	7	4
<u>Classy/Stylish (Net)</u>	<u>27</u>	<u>31</u>	<u>10</u>
Classy looking	23	24	4
Stylish	7	17	7
Attractive/pretty/appealing	25	16	46
Like the "S"	25	14	-
Stands out	16	19	10
Feminine looking	2	38	10

(See Table 4d)

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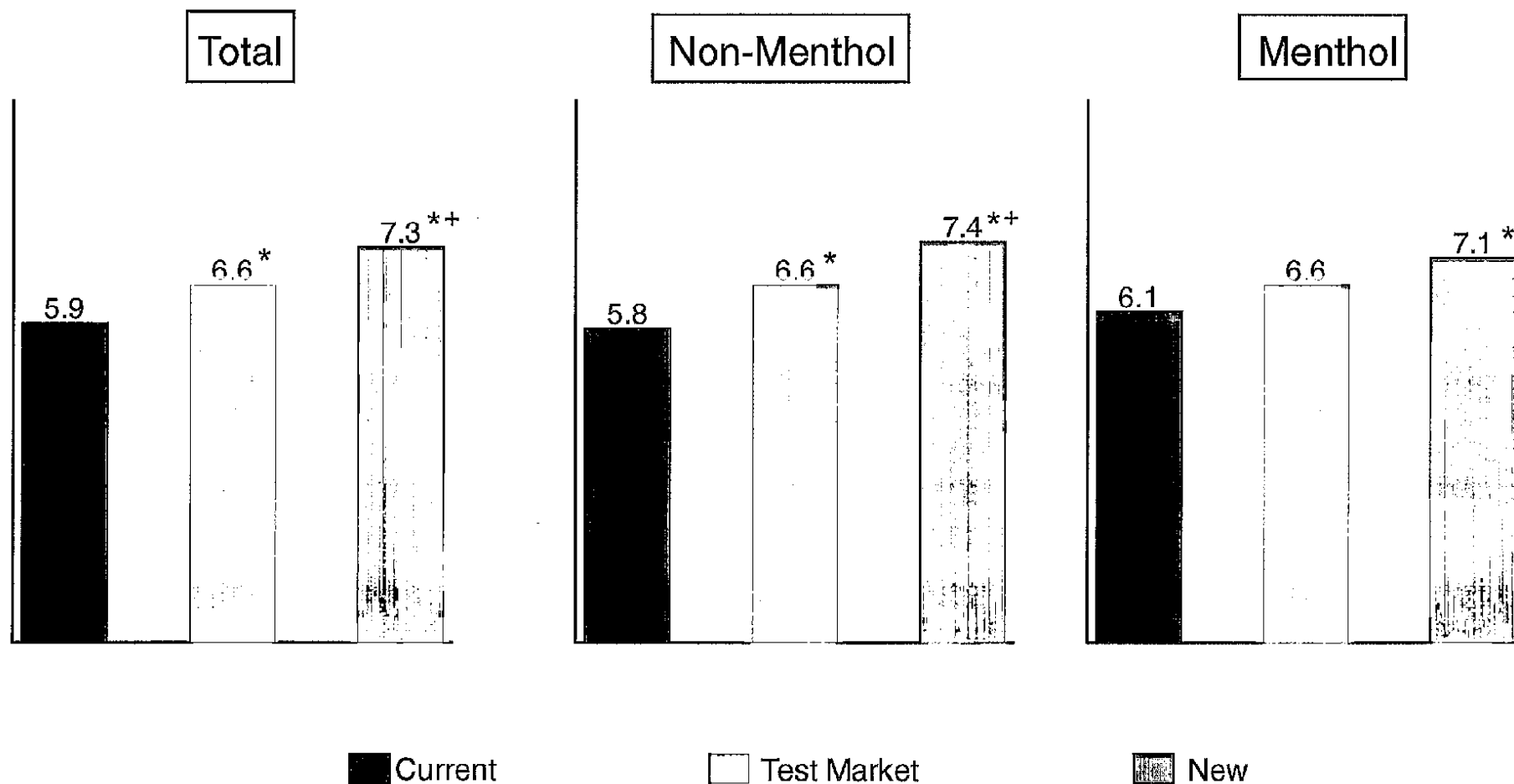
B. Fashion Brand Smokers

Among the key target, Fashion Brand smokers, the New package design received significantly greater scores for mean overall rating and design liked best compared to the Current and Test Market designs. While the New design scored highest for purchase intent, its advantage was only significant versus the Current pack.

- The advantage of the New design was greater among non-menthol smokers than menthol smokers.

MEAN OVERALL RATING

- Fashion Brand Smokers -



* = Significantly greater than Current at the 90% confidence level

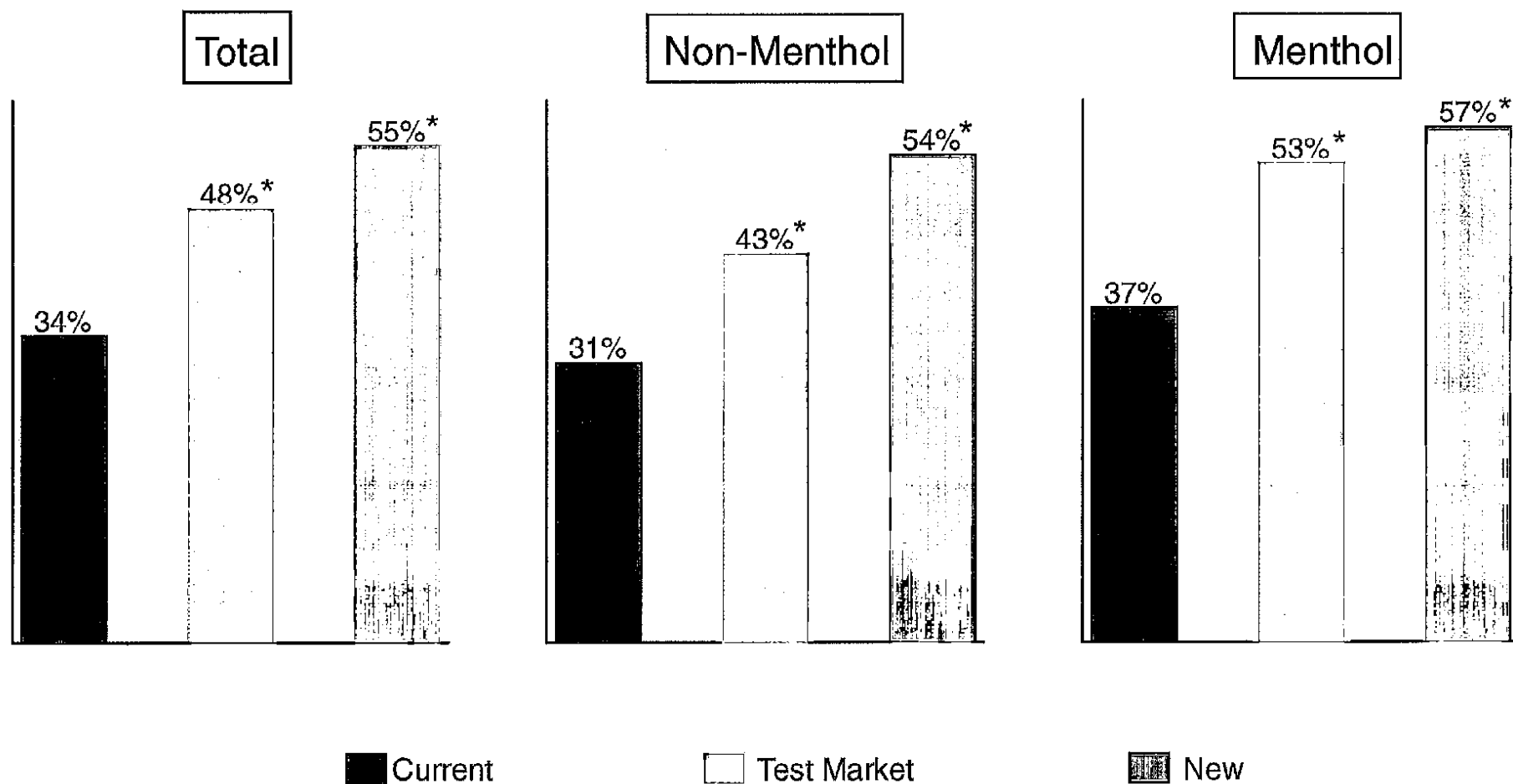
+ = Significantly greater than Test Market at the 90% confidence level

(See Table 1b)

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PURCHASE INTENT - % DEFINITELY/PROBABLY BUY

- Fashion Brand Smokers -



* = Significantly greater than Current at the 90% confidence level

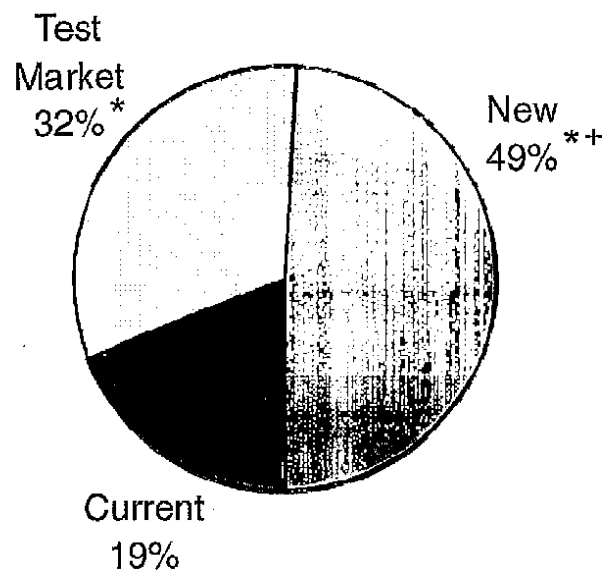
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(See Table 2b)

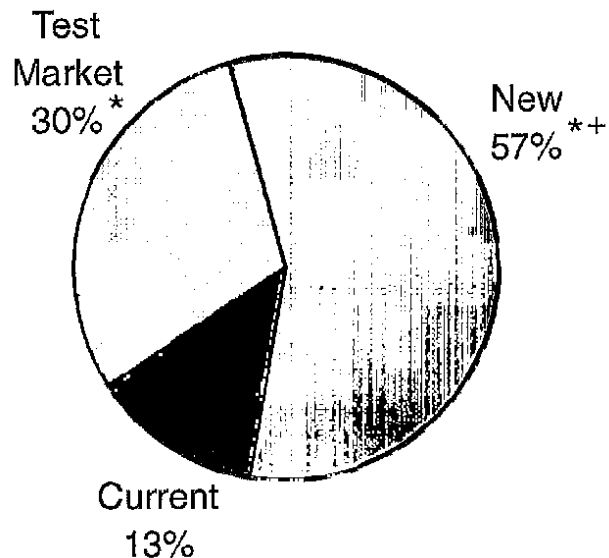
PACKAGE DESIGN LIKED BEST

- Fashion Brand Smokers -

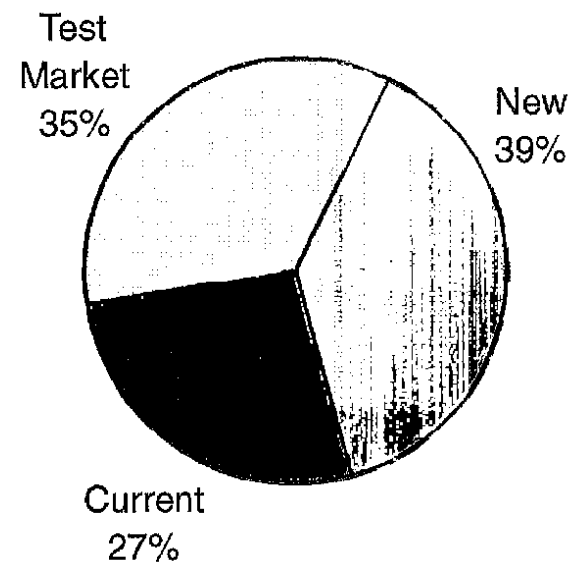
Total



Non-Menthol



Menthol



* = Significantly greater than Current at the 90% confidence level

+ = Significantly greater than Test Market at the 90% confidence level

(See Table 3b)

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C. Non-Fashion Brand Smokers

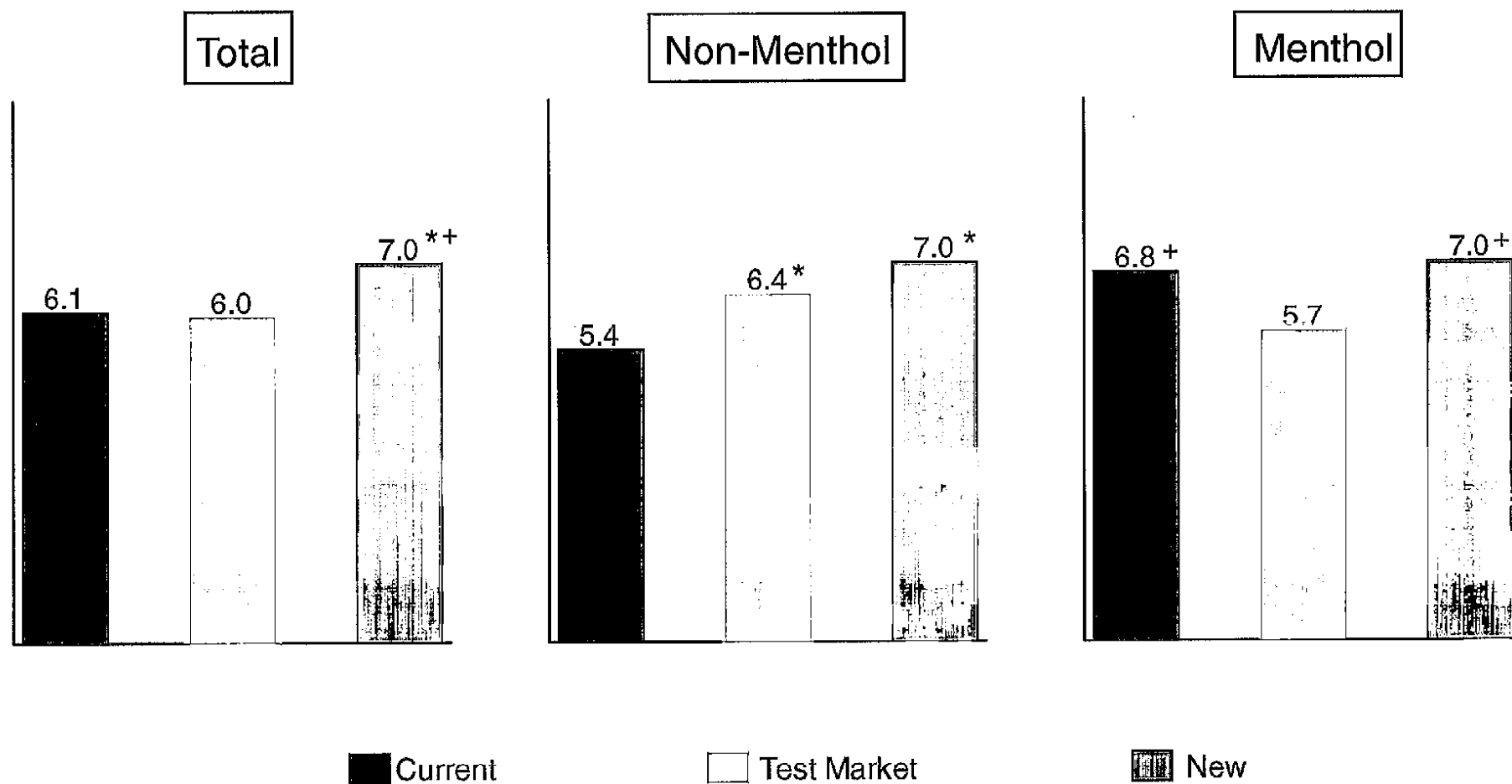
Among Non-Fashion Brand smokers, the New package had a significant edge versus the Current and Test Market designs for all overall measures.

Within Non-Fashion Brand smokers:

- Non-menthol smokers rated the New design significantly higher than the Current design and somewhat ahead (not statistically significant) of the Test Market design.
- Menthol smokers rated both the New and Current designs significantly greater than the Test Market design.

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MEAN OVERALL RATING
- Non-Fashion Brand Smokers -



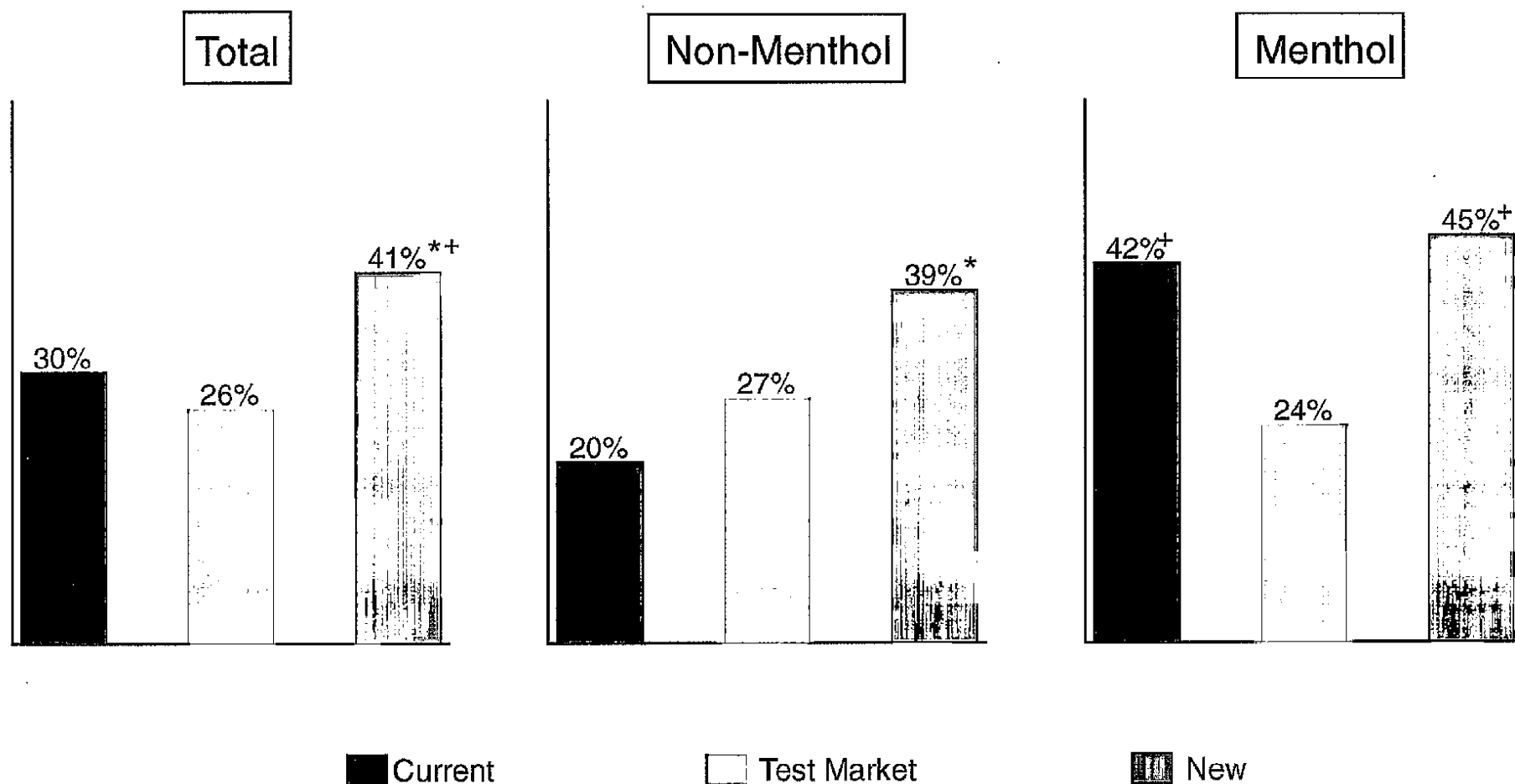
* = Significantly greater than Current at the 90% confidence level
+ = Significantly greater than Test Market at the 90% confidence level

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(See Table 1c)

PURCHASE INTENT - % DEFINITELY/PROBABLY BUY

- Non-Fashion Brand Smokers -



* = Significantly greater than Current at the 90% confidence level

+ = Significantly greater than Test Market at the 90% confidence level

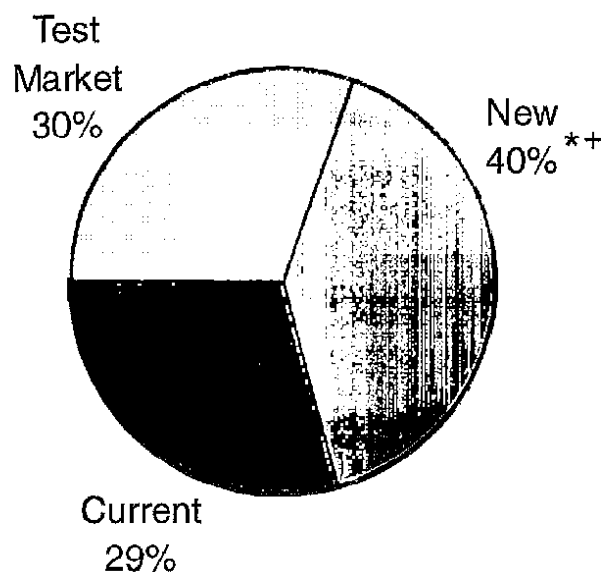
(See Table 2c)

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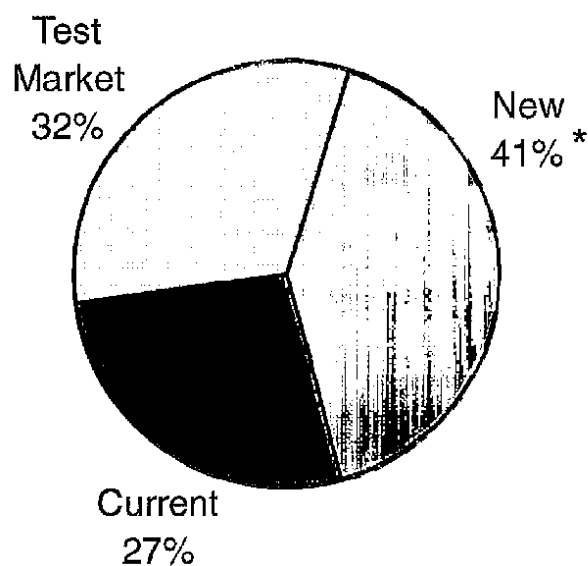
PACKAGE DESIGN LIKED BEST

- Non-Fashion Brand Smokers -

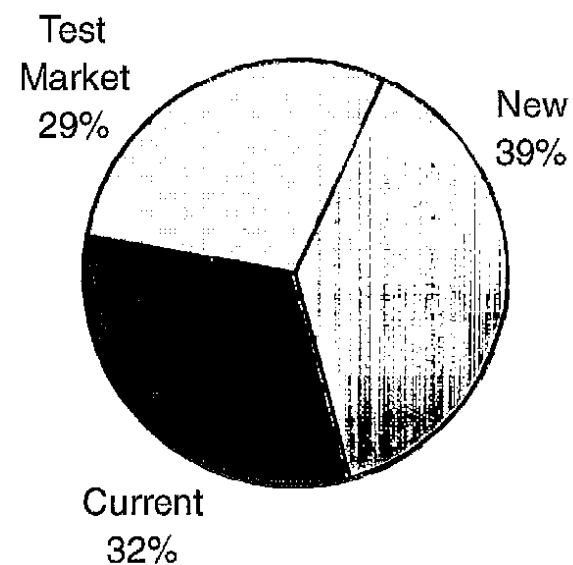
Total



Non-Menthol



Menthol



* = Significantly greater than Current at the 90% confidence level

+ = Significantly greater than Test Market at the 90% confidence level

(See Table 3c)

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2. Characteristic Ratings Of Package Designs

A. Total Smokers

For nearly all characteristic ratings, the New package design generated significantly greater mean ratings than the Current white package and the beige/green package in Test Market. The New design received its highest ratings for the dimensions of:

- Is for today's modern woman
- Fits with the product's name "Style"
- Would stand out among other cigarette brands

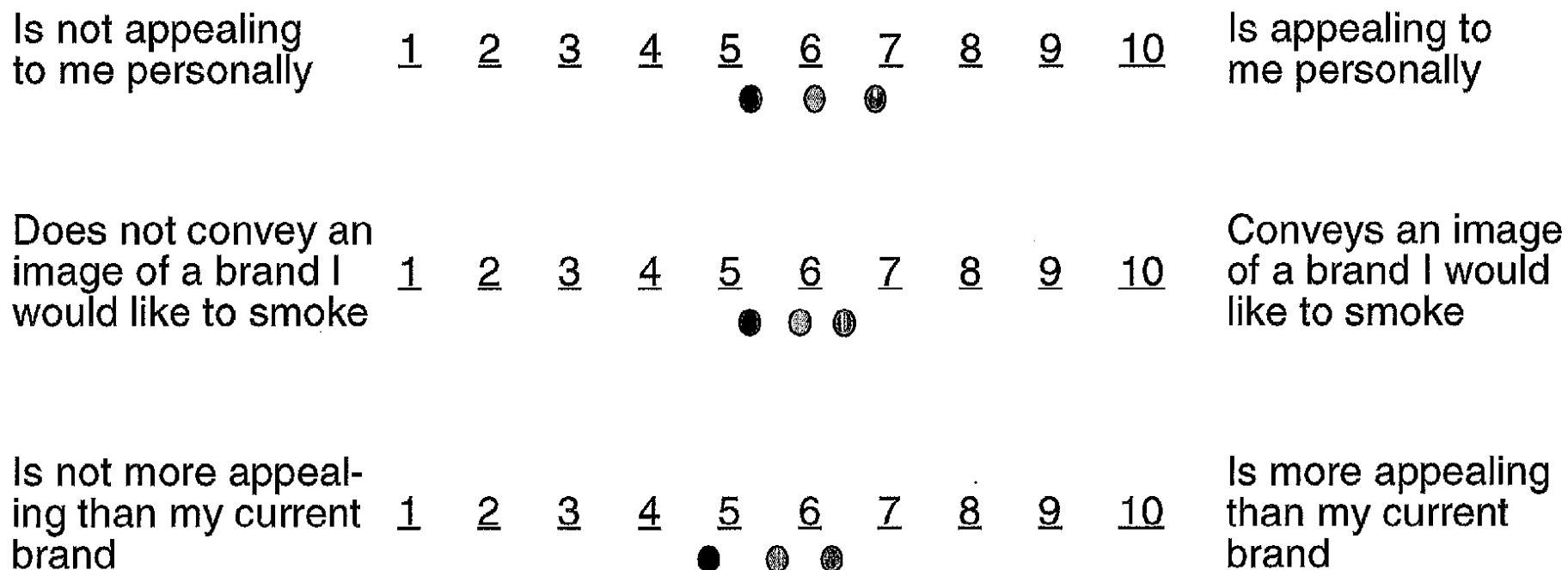
The Test Market design, while weaker than the New design, was still significantly higher rated than the Current Style package design.

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CHARACTERISTIC RATINGS OF PACKAGE DESIGNS

- Total Smokers -

Attributes Related To Personal Appeal



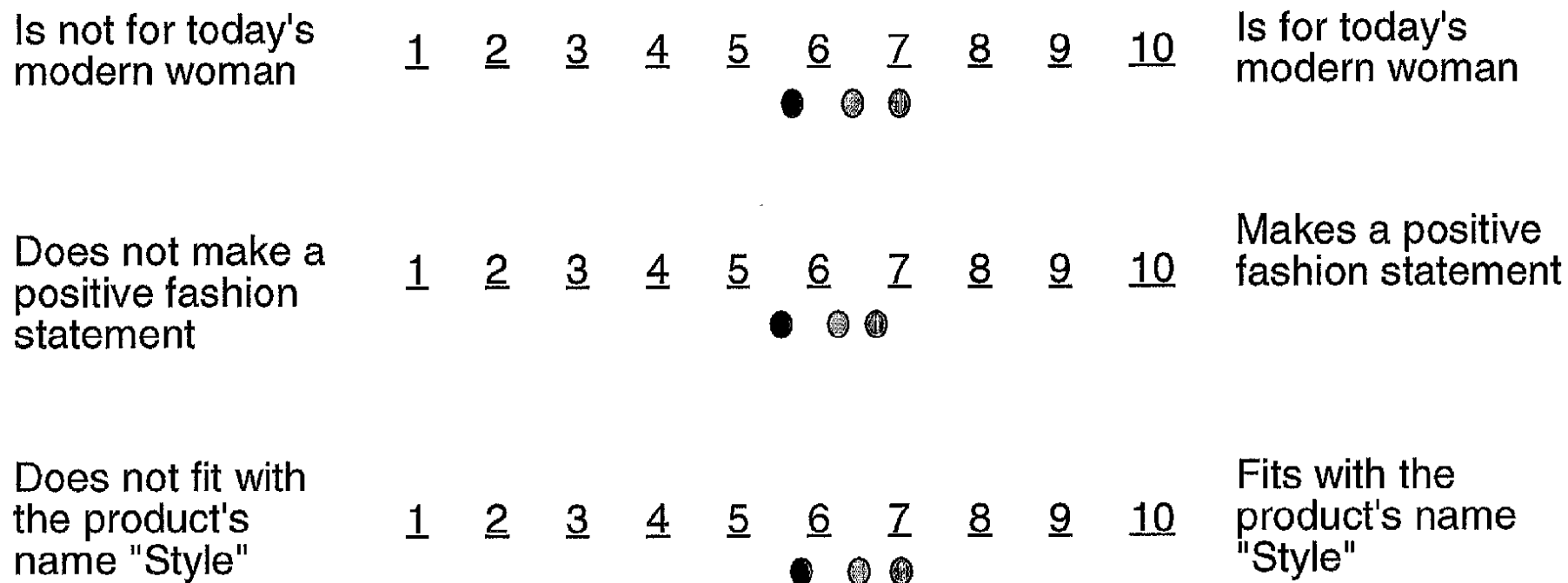
● Current

▨ Test Market

○ New

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Attributes Related To
Fashion/Style



● Current

● Test Market

● New

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Miscellaneous
Attributes

Would not stand
out among other
cigarettes brands

1 2 3 4 5 6 7 8 9 10



Would stand out
among other
cigarettes brands

Does not have the
right touch of
femininity for me

1 2 3 4 5 6 7 8 9 10



Has the right
touch of femininity
for me

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● Current

⊗ Test Market

● New

(See Table 5a)

B. Fashion Brand Smokers

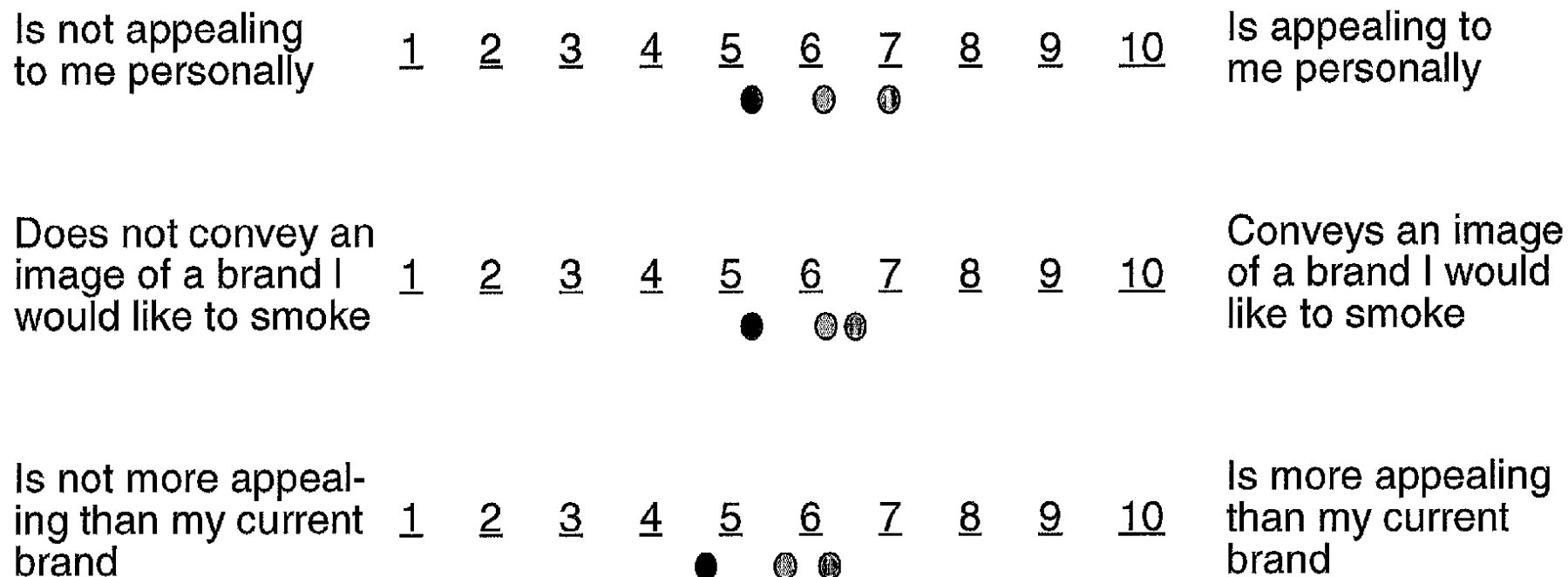
Among the key target, Fashion Brand smokers, the New package design received the highest mean ratings across all imagery dimensions. While lower rated than the New design, the Test Market design outperformed the Current design on all dimensions as well.

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CHARACTERISTIC RATINGS OF PACKAGE DESIGNS

- Fashion Brand Smokers -

Attributes Related To Personal Appeal



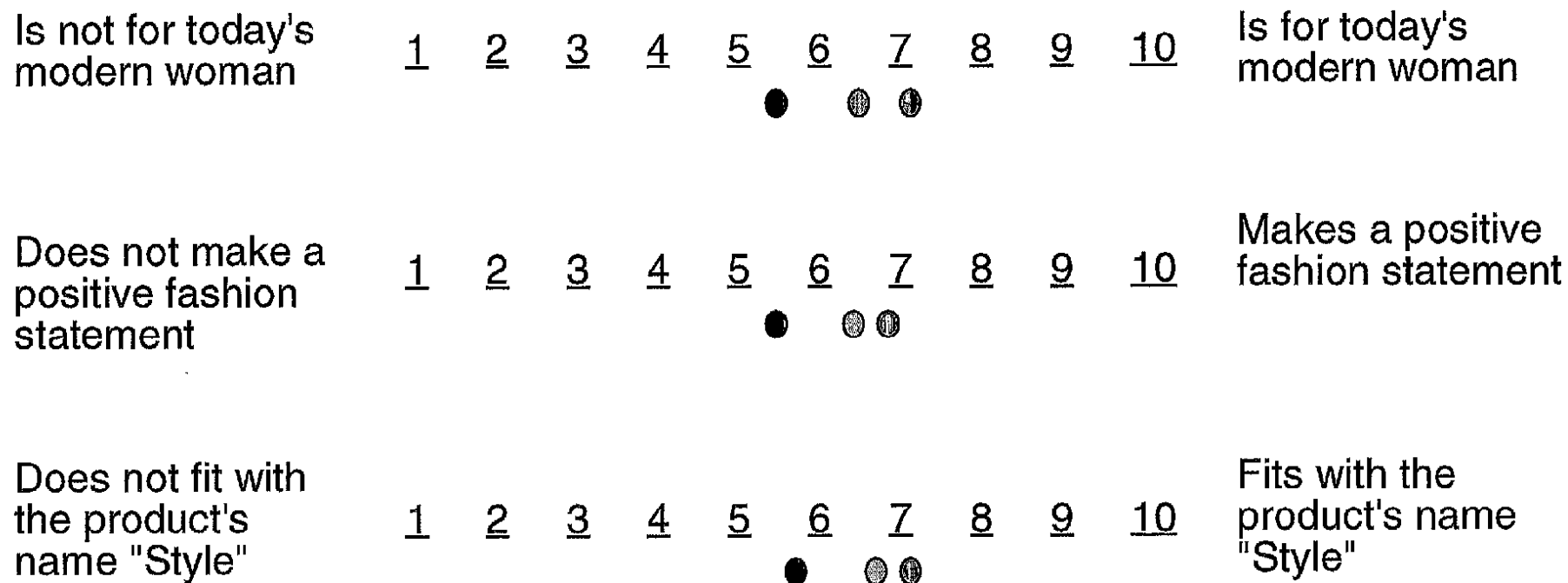
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● Current

● Test Market

● New

Attributes Related To
Fashion/Style



● Current

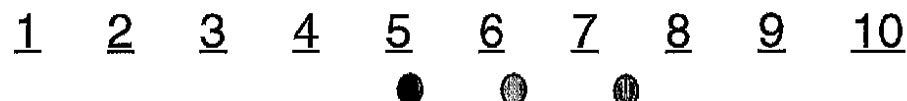
● Test Market

● New

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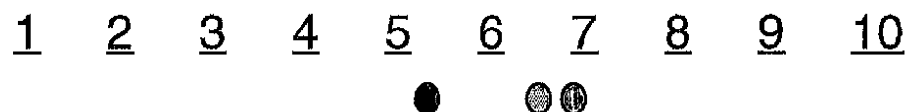
Miscellaneous
Attributes

Would not stand
out among other
cigarettes brands



Would stand out
among other
cigarettes brands

Does not have the
right touch of
femininity for me



Has the right
touch of femininity
for me

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● Current

◐ Test Market

◑ New

(See Table 5c)

C. Non-Fashion Brand Smokers

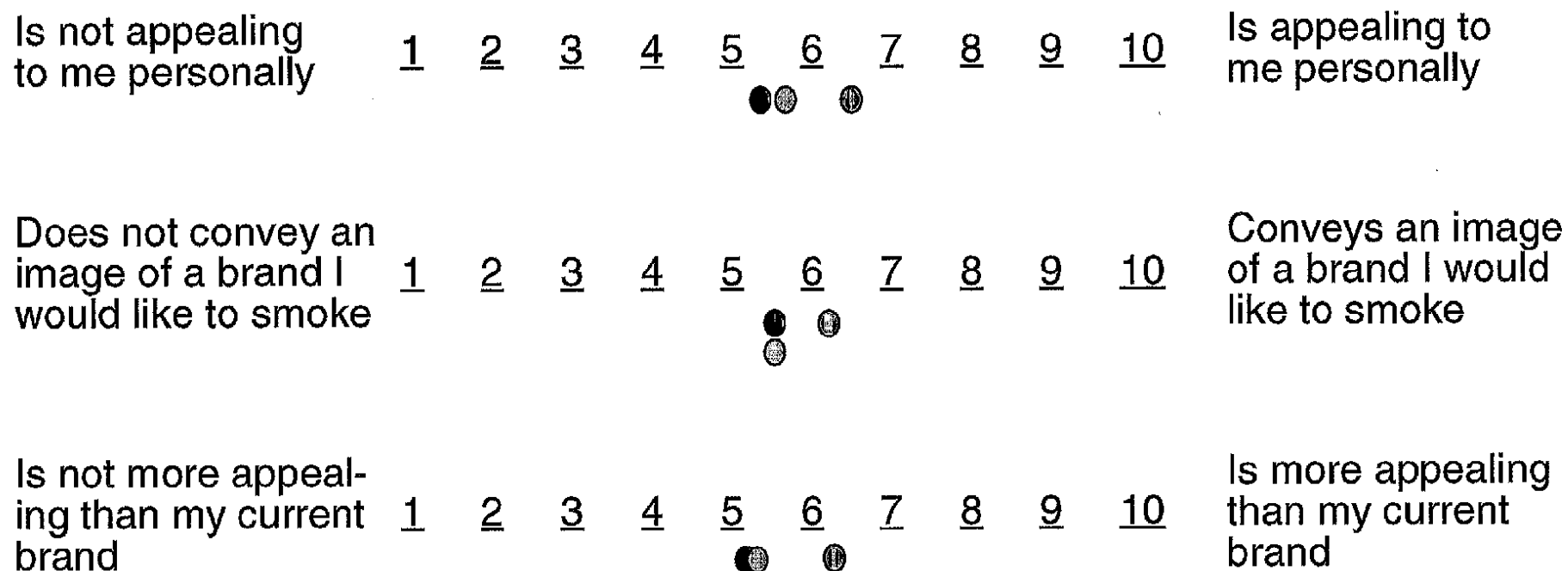
As with Fashion Brand smokers, the New design was consistently rated strongest of the Style packages.

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CHARACTERISTIC RATINGS OF PACKAGE DESIGNS

- Non-Fashion Brand Smokers -

Attributes Related To Personal Appeal



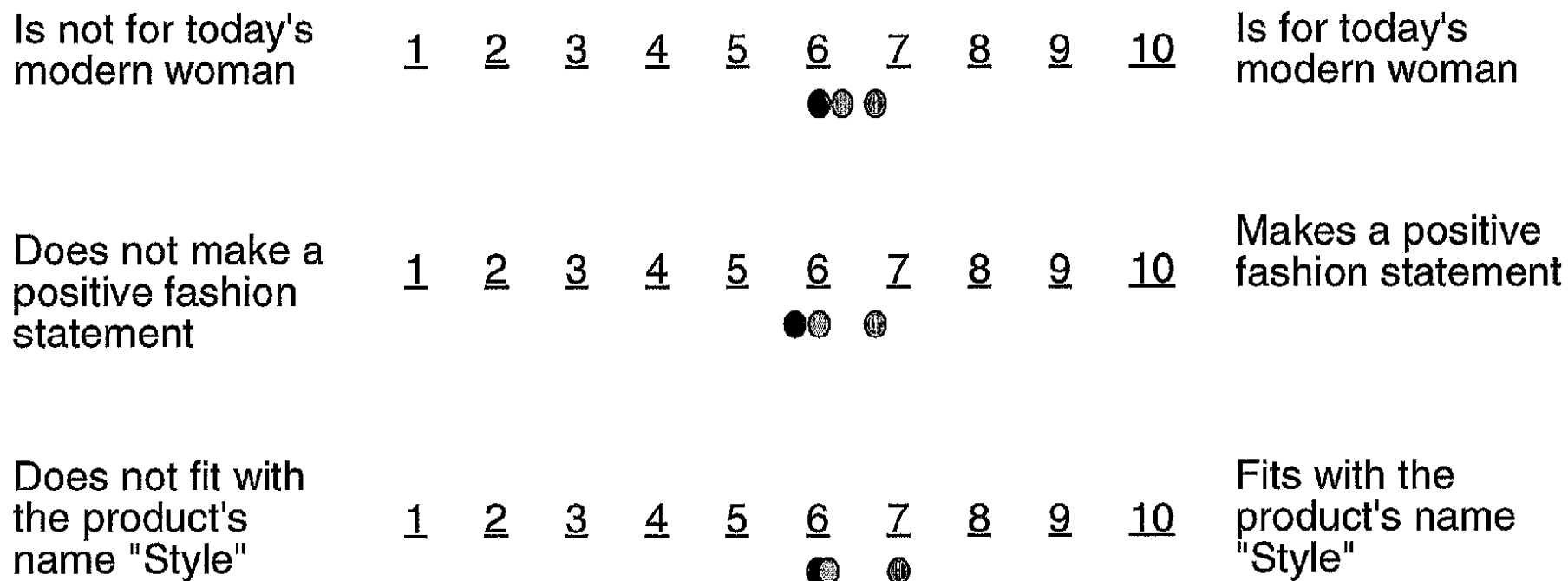
● Current

◐ Test Market

◑ New

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Attributes Related To
Fashion/Style



86404104

● Current

● Test Market

● New

Miscellaneous
Attributes

Would not stand
out among other
cigarettes brands

1 2 3 4 5 6 7 8 9 10



Would stand out
among other
cigarettes brands

Does not have the
right touch of
femininity for me

1 2 3 4 5 6 7 8 9 10



Has the right
touch of femininity
for me

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● Current

● Test Market

● New

(See Table 5e)

3. User Profile Of Package Designs

Fashion and Non-Fashion Brand smokers saw each of the three Style packages to be for women of all ages of adult smokers. Of note:

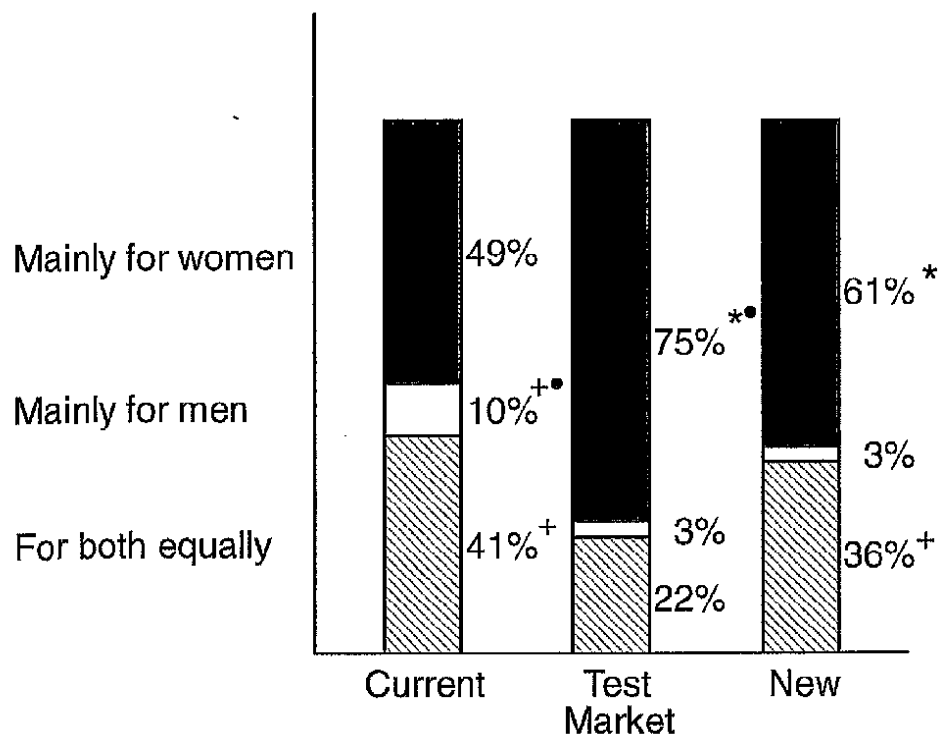
- Both smoker types found the beige/green Test Market design most likely to be "mainly for women." The Current white design was least likely to be considered "mainly for women."
- Fashion Brand smokers provided similar age user profiles for the three Style designs. However, Non-Fashion Brand smokers were more likely to see the New design for adult smokers of all ages than the Current and Test Market designs.

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GENDER/AGE PROFILE BASED ON PACKAGE DESIGN

- Total Smokers -

Gender

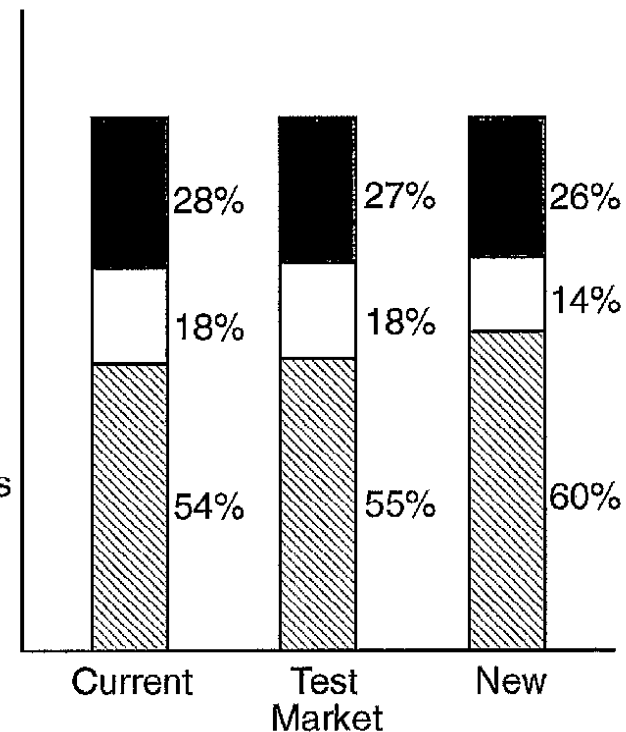


Age

Mainly for young adult smokers

Mainly for older adult smokers

For adult smokers of all ages



* = Significantly greater than Current at the 90% confidence level

+ = Significantly greater than Test Market at the 90% confidence level

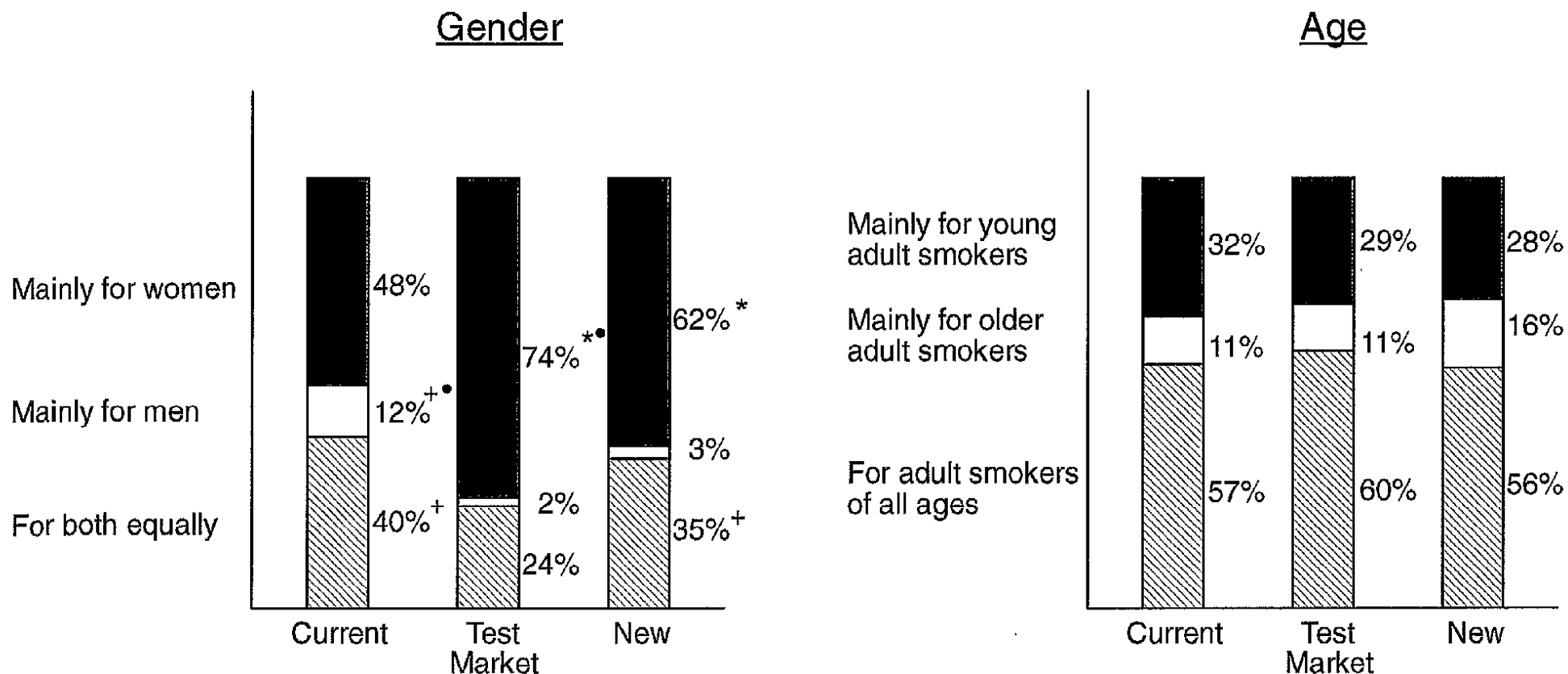
• = Significantly greater than New at the 90% confidence level

(See Table 6a)

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GENDER/AGE PROFILE BASED ON PACKAGE DESIGN

- Fashion Brand Smokers -



* = Significantly greater than Current at the 90% confidence level

+ = Significantly greater than Test Market at the 90% confidence level

• = Significantly greater than New at the 90% confidence level

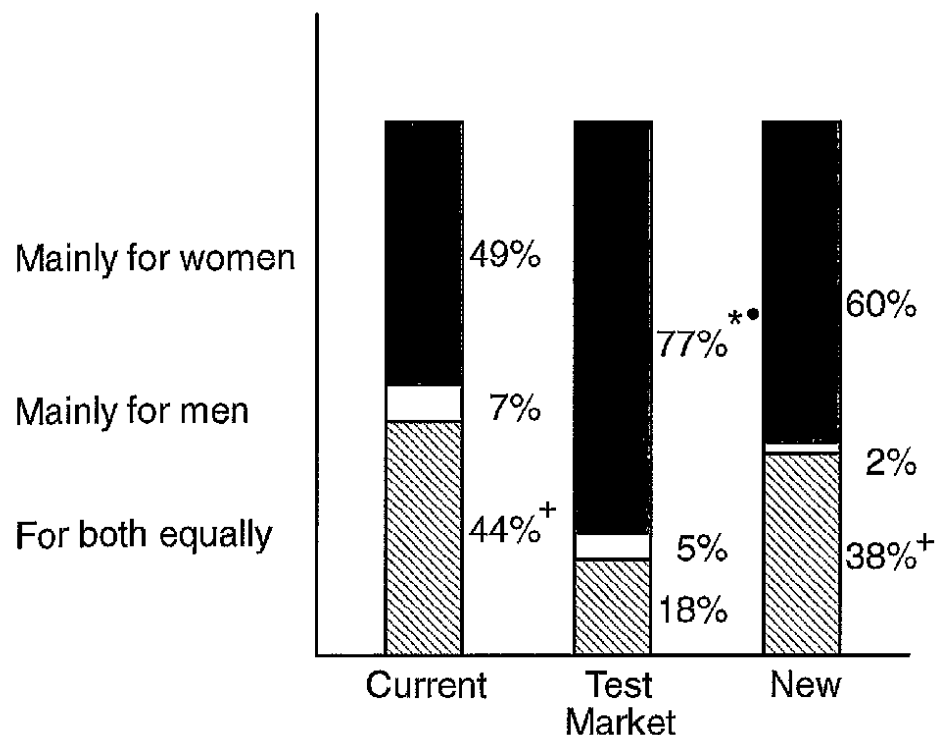
(See Table 6b)

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GENDER/AGE PROFILE BASED ON PACKAGE DESIGN

- Non-Fashion Brand Smokers -

Gender

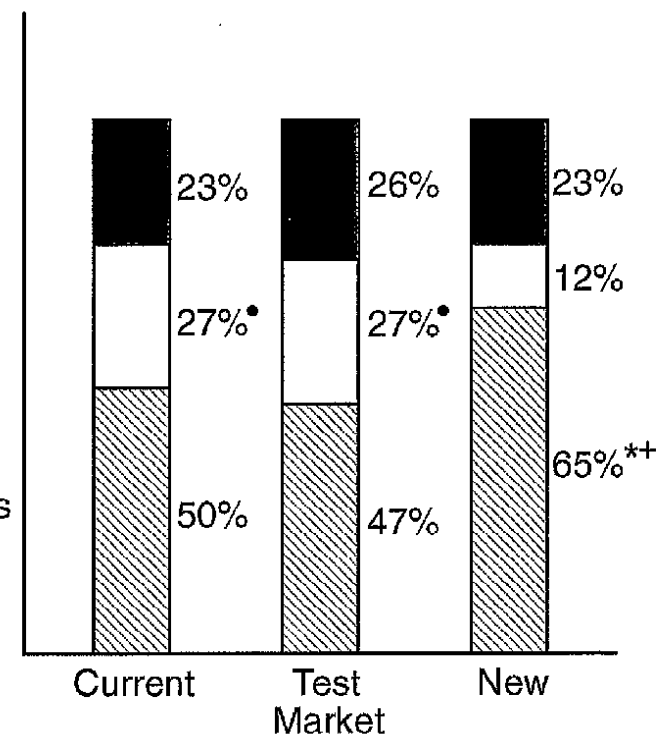


Age

Mainly for young adult smokers

Mainly for older adult smokers

For adult smokers of all ages



* = Significantly greater than Current at the 90% confidence level

+ = Significantly greater than Test Market at the 90% confidence level

• = Significantly greater than New at the 90% confidence level

(See Table 6c)

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4. Comparison To Competitive Package Designs

In addition to receiving the highest scores of the Style package designs, the New design generated appeal among consumers consistent with the leading competitive Fashion Brands -- Capri Slim Lights, Misty Slim Lights, Virginia Slims Lights.

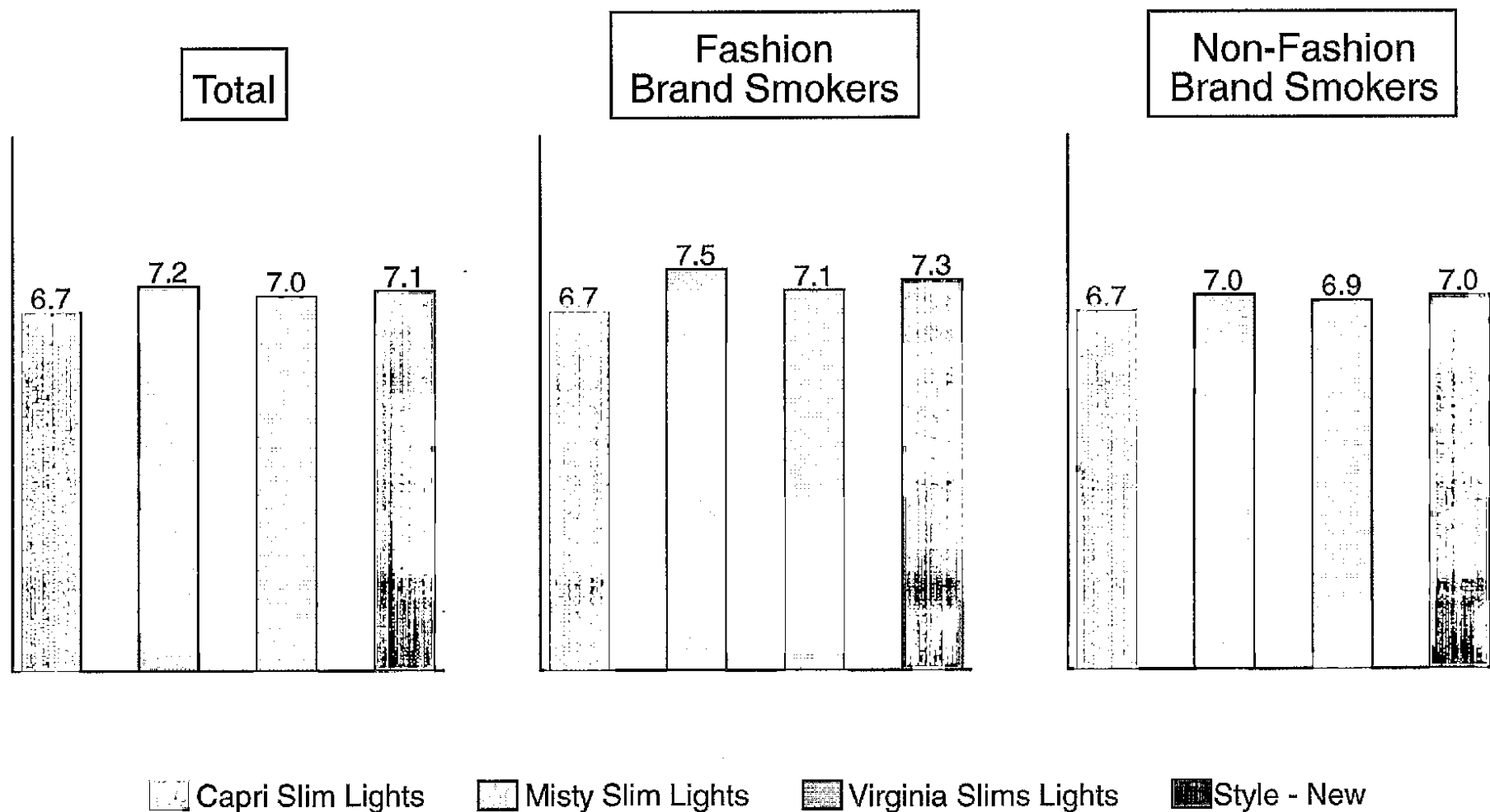
A. Overall Rating

On an mean overall rating basis, the New Style design was at parity to Misty Slim Lights and Virginia Slims Lights and superior to Capri Slim Lights.

- Among the key target, Fashion Brand smokers, the New Style package was higher rated than Capri Slim Lights and Virginia Slims Lights and slightly lower than Misty Slim Lights.

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MEAN OVERALL RATING OF NEW STYLE PACKAGE DESIGN VS. SELECT COMPETITIVE PACKAGE DESIGNS



(See Tables 1a-1c, 7a-7c)

B. Characteristic Ratings

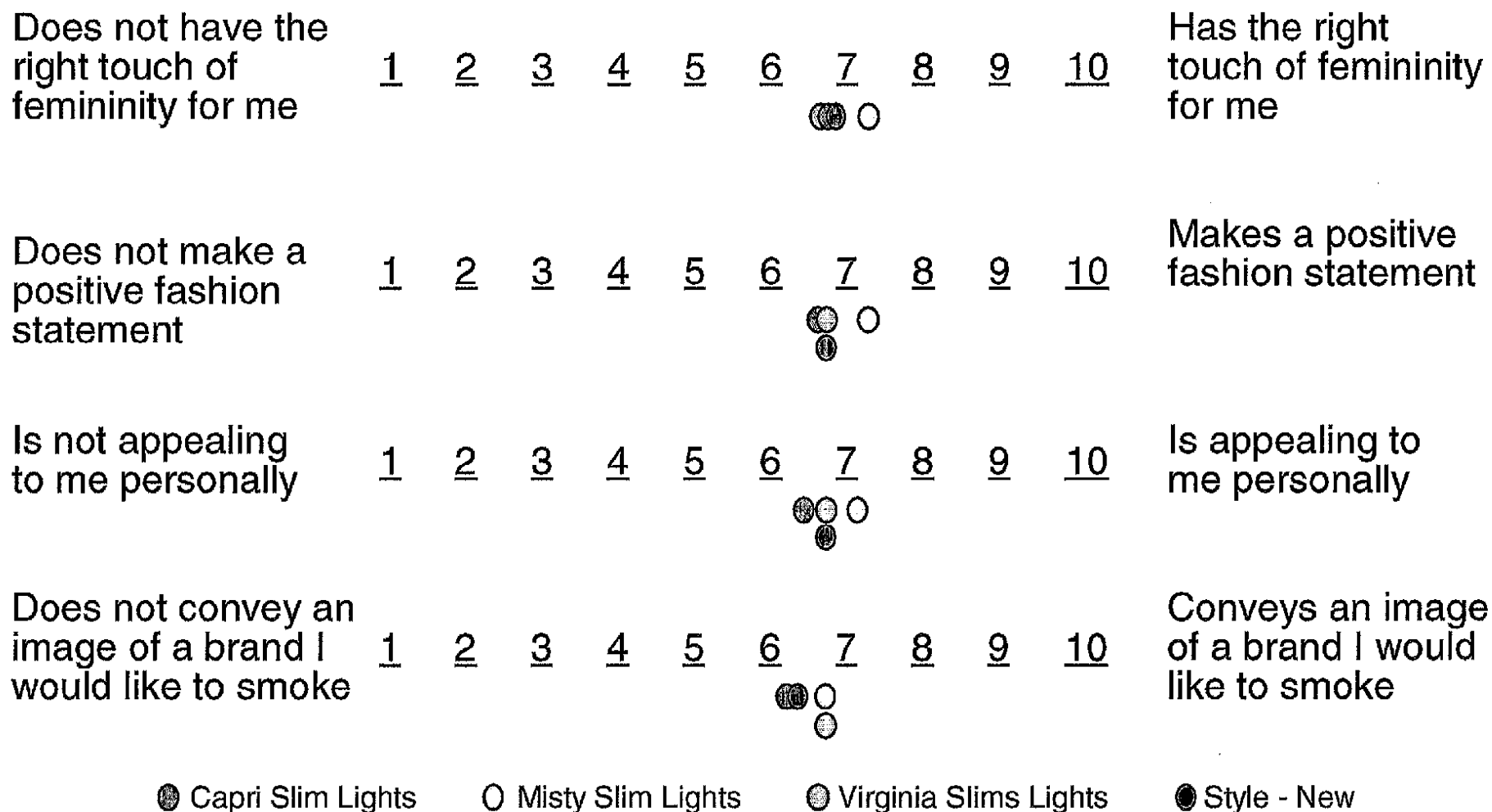
Consistent with mean overall ratings, the New Style package design was comparably rated to the competitive package designs for selected imagery dimensions.

- Among Fashion Brand smokers, Misty Slim Lights was highest rated while Capri Slim Lights was lowest rated for specific imagery dimensions.

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CHARACTERISTIC RATINGS OF NEW STYLE PACKAGE DESIGN VS. SELECT COMPETITIVE PACKAGE DESIGNS

- Total Smokers -



(See Tables 5a, 8a)

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CHARACTERISTIC RATINGS OF NEW STYLE PACKAGE DESIGN VS. SELECT COMPETITIVE PACKAGE DESIGNS

- Fashion Brand Smokers -

Does not have the right touch of femininity for me	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	Has the right touch of femininity for me
							●●●	○			
Does not make a positive fashion statement	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	Makes a positive fashion statement
							●●●	○			
Is not appealing to me personally	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	Is appealing to me personally
							●●●○				
Does not convey an image of a brand I would like to smoke	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	Conveys an image of a brand I would like to smoke
							●●●○				

● Capri Slim Lights

○ Misty Slim Lights

● Virginia Slims Lights

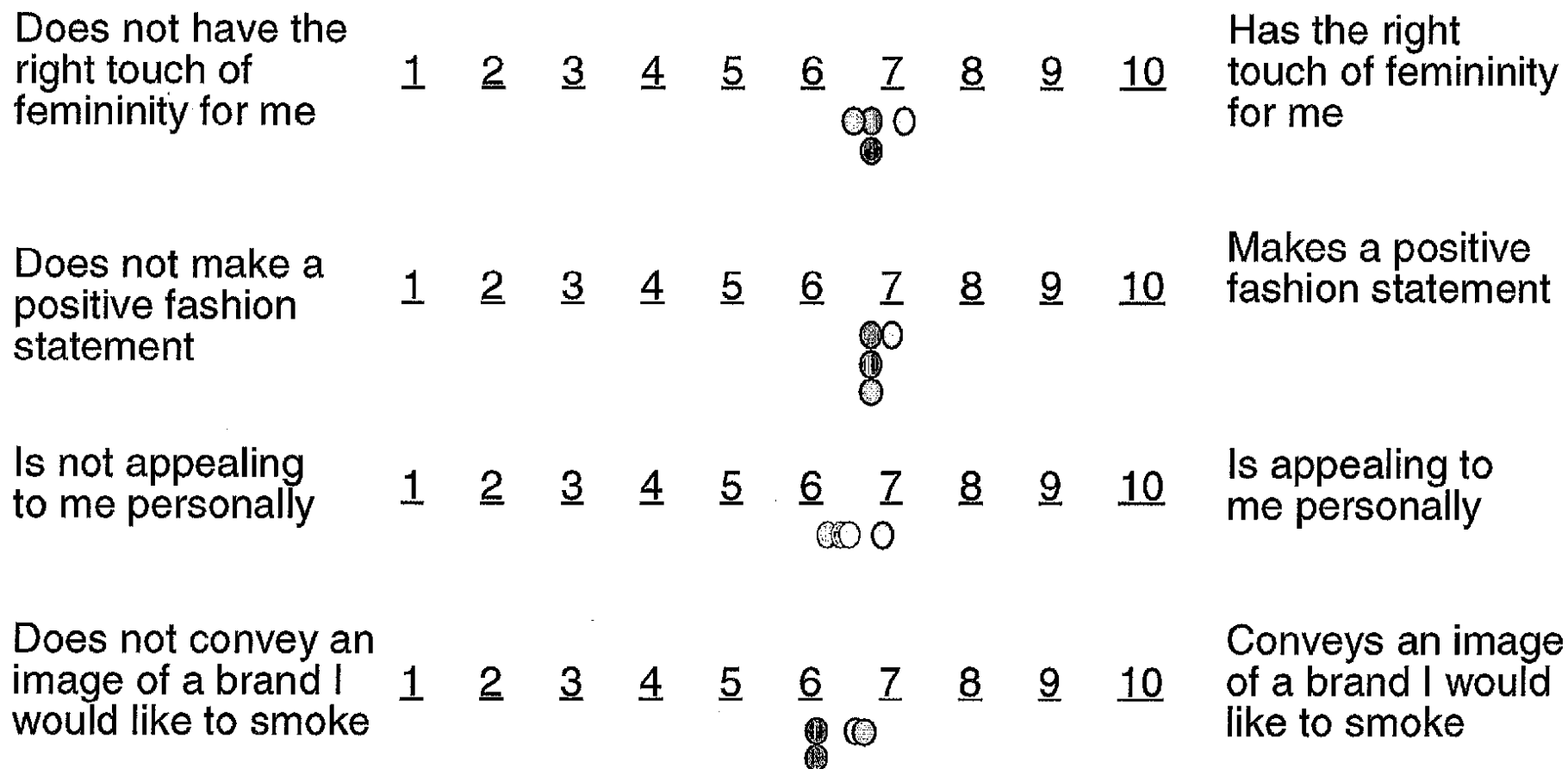
● Style - New

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(See Tables 5c, 8c)

CHARACTERISTIC RATINGS OF NEW STYLE PACKAGE DESIGN VS. SELECT COMPETITIVE PACKAGE DESIGNS

- Non-Fashion Brand Smokers -



● Capri Slim Lights

○ Misty Slim Lights

● Virginia Slims Lights

● Style - New

(See Tables 5e, 8e)

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STATISTICAL TABLES

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Non-Fashion Brand Smokers	1c
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Total Smokers	2a
Fashion Brand Smokers	2b
Non-Fashion Brand Smokers	2c
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Total Smokers	3a
Fashion Brand Smokers	3b
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Fashion Brand Smokers - % "10" & "10/9" Rating	8d
Non-Fashion Brand Smokers - Mean	8e
Non-Fashion Brand Smokers - % "10" & "10/9" Rating	8f

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Table 1a

Overall Rating Of Style Package Designs

(Total Smokers)

- Mean -

		<u>Total Smokers</u>		
		<u>Current</u>	<u>Test</u>	<u>New</u>
		<u>\bar{x}</u>	<u>\bar{x}</u>	<u>\bar{x}</u>
(Base:)				
Total	(185)	6.0	6.3*	7.1**
<u>Type</u>				
Non-menthol	(98)	5.6	6.5*	7.2**
Menthol	(87)	6.4	6.2	7.0**
<u>Style</u>				
Aware	(119)	6.0	6.5	7.1**
Ever tried	(29) [@]	6.3	5.6	6.8 ⁺

[@] Caution: small base

* = Significantly greater than Current at the 90% confidence level (one-tail)

+ = Significantly greater than Test Market at the 90% confidence level (one-tail)

Q.4a,5a,6a: Based on your overall impression, how much do you like this package design for Style cigarettes on a scale from "1" to "10"?

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Table 1b

Overall Rating Of Style Package Designs

(Fashion Brand Smokers)

- Mean -

	(Base:)	<u>Fashion Brand Smokers</u>		
		<u>Current</u> \bar{x}	<u>Test Market</u> \bar{x}	<u>New</u> \bar{x}
Total	(103)	5.9	6.6*	7.3**
<u>Type</u>				
Non-menthol	(54)	5.8	6.6*	7.4**
Menthol	(49) [@]	6.1	6.6	7.1*
<u>Age</u>				
35-44	(59)	5.8	7.1*	7.4*
45-59	(44) [@]	6.1	5.9	7.0**
Smoke Virginia Slims Lights most often	(49) [@]	5.4	6.5*	7.3**
<u>Style</u>				
<u>Aware</u>	(71)	<u>6.0</u>	<u>6.6*</u>	<u>7.3**</u>
Ever tried	(18) [@]	6.2	5.9	7.6**

[@] Caution: small base

* = Significantly greater than Current at the 90% confidence level (one-tail)

* = Significantly greater than Test Market at the 90% confidence level (one-tail)

Q.4a,5a,6a: Based on your overall impression, how much do you like this package design for Style cigarettes on a scale from "1" to "10"?

Table 1c

Overall Rating Of Style Package Designs

(Non-Fashion Brand Smokers)

- Mean -

	(Base:)	Non-Fashion Brand Smokers		
		Current \bar{x}	Test Market \bar{x}	New \bar{x}
Total	(82)	6.1	6.0	7.0**
<u>Type</u>				
Non-menthol	(44) [@]	5.4	6.4*	7.0*
Menthol	(38) [@]	6.8 ⁺	5.7	7.0 ⁺
<u>Age</u>				
35-44	(52)	6.0	6.1	6.8**
45-59	(30) [@]	6.2	6.0	7.3**
Smoke Marlboro Lights most often	(42) [@]	5.5	6.1	6.7*
<u>Style</u>				
Aware	(48) [@]	6.1	6.2	6.9**
Ever tried	(11) [@]	6.5 ⁺	4.9	5.6

[@] Caution: small base

* = Significantly greater than Current at the 90% confidence level (one-tail)

⁺ = Significantly greater than Test Market at the 90% confidence level (one-tail)

Q.4a,5a,6a: Based on your overall impression, how much do you like this package design for Style cigarettes on a scale from "1" to "10"?

Table 2a

Purchase Intent Of Style Package Designs

(Total Smokers)

- % Definitely/Probably Would Buy -

	(Base:)	<u>Total Smokers</u>		
		<u>Current</u> %	<u>Test Market</u> %	<u>New</u> %
Total	(185)	32	38	49**
<u>Type</u>				
Non-menthol	(98)	27	36*	47**
Menthol	(87)	39	40	52**
<u>Style</u>				
Aware	(119)	34	41	50**
Ever tried	(29) [@]	45	41	45

[@] Caution: small base

* = Significantly greater than Current at the 90% confidence level (one-tail)

+ = Significantly greater than Test Market at the 90% confidence level (one-tail)

Q.4b,5b,6b: Based on this package design, how likely would you be to buy
Style cigarettes if they were available at a store where you usually
shop?

Table 2b

Purchase Intent Of Style Package Designs

(Fashion Brand Smokers)

- % Definitely/Probably Would Buy -

	(Base:)	<u>Fashion Brand Smokers</u>		
		<u>Current</u> %	<u>Test Market</u> %	<u>New</u> %
Total	(103)	34	48*	55*
<u>Type</u>				
Non-menthol	(54)	31	43*	54*
Menthol	(49) [@]	37	53*	57*
<u>Age</u>				
35-44	(59)	34	51*	54*
45-59	(44) [@]	34	43	57**
Smoke Virginia Slims Lights most often	(49) [@]	31	47*	55*
<u>Style</u>				
Aware	(71)	35	49*	55*
Ever tried	(18) [@]	44	56	67*

[@] Caution: small base

* = Significantly greater than Current at the 90% confidence level (one-tail)

* = Significantly greater than Test Market at the 90% confidence level (one-tail)

Q.4b,5b,6b: Based on this package design, how likely would you be to buy Style cigarettes if they were available at a store where you usually shop?

86404123

Table 2c

Purchase Intent Of Style Package Designs

(Non-Fashion Brand Smokers)

- % Definitely/Probably Would Buy -

		<u>Non-Fashion Brand Smokers</u>		
		<u>Current</u>	<u>Test</u>	<u>New</u>
		<u>%</u>	<u>Market</u>	<u>%</u>
		(Base:)	%	%
Total	(82)	30	26	41**
<u>Type</u>				
Non-menthol	(44)@	20	27	39*
Menthol	(38)@	42*	24	45*
<u>Age</u>				
35-44	(52)	29	23	50**
45-59	(30)@	33	30	27
Smoke Marlboro Lights most often	(42)@	26	24	38
<u>Style</u>				
<u>Aware</u>	(48)@	<u>31</u>	<u>29</u>	<u>42</u> ⁺
Ever tried	(11)@	45 ⁺ •	18	9

 @ Caution: small base

* = Significantly greater than Current at the 90% confidence level (one-tail)

+ = Significantly greater than Test Market at the 90% confidence level (one-tail)

• = Significantly greater than New at the 90% confidence level (one-tail)

Q.4b,5b,6b: Based on this package design, how likely would you be to buy Style cigarettes if they were available at a store where you usually shop?

Table 3a

Style Package Design Liked Best

(Total Smokers)

		Total Smokers		
	(Base:)	<u>Current</u> %	<u>Test Market</u> %	<u>New</u> %
Total	(185)	24	31*	45**
<u>Type</u>				
Non-menthol	(98)	19	31*	50**
Menthol	(87)	29	32	39*
<u>Style</u>				
<u>Aware</u>	(119)	<u>24</u>	<u>32*</u>	<u>44**</u>
Ever tried	(29) [@]	48 [•]	21	31

[@] Caution: small base

* = Significantly greater than Current at the 90% confidence level (one-tail)

+ = Significantly greater than Test Market at the 90% confidence level (one-tail)

• = Significantly greater than New at the 90% confidence level (one-tail)

Q.7: Now, consider each of the three package designs of Style cigarettes I showed you. Which one do you like the best?

86404125

Table 3b

Style Package Design Liked Best

(Fashion Brand Smokers)

		<u>Fashion Brand Smokers</u>		
		<u>Current</u>	<u>Test</u>	<u>New</u>
		%	%	%
	(Base:)			
Total	(103)	19	32*	49**
<u>Type</u>				
Non-menthol	(54)	13	30*	57**
Menthol	(49) [@]	27	35	39
<u>Age</u>				
35-44	(59)	14	39*	47*
45-59	(44) [@]	27	23	50**
Smoke Virginia Slims Lights most often	(49) [@]	14	33*	53**
<u>Style</u>				
<u>Aware</u>	(71)	<u>23</u>	<u>28</u>	<u>49**</u>
Ever tried	(18) [@]	44 ⁺	17	39 ⁺

[@] Caution: small base

* = Significantly greater than Current at the 90% confidence level (one-tail)

⁺ = Significantly greater than Test Market at the 90% confidence level (one-tail)

Q.7: Now, consider each of the three package designs of Style cigarettes I showed you. Which one do you like the best?

86404126

Table 3c

Style Package Design Liked Best

(Non-Fashion Brand Smokers)

	(Base:)	<u>Non-Fashion Brand Smokers</u>		
		<u>Current</u> %	<u>Test Market</u> %	<u>New</u> %
Total	(82)	29	30	40**
<u>Type</u>				
Non-menthol	(44)@	27	32	41*
Menthol	(38)@	32	29	39
<u>Age</u>				
35-44	(52)	31	33	37
45-59	(30)@	27	27	47**
Smoke Marlboro Lights most often	(42)@	26	33	40
<u>Style</u>				
<u>Aware</u>	(48)@	<u>27</u>	<u>38</u>	<u>35</u>
Ever tried	(11)@	55*•	27	18

@ Caution: small base

* = Significantly greater than Current at the 90% confidence level (one-tail)

+ = Significantly greater than Test Market at the 90% confidence level (one-tail)

• = Significantly greater than New at the 90% confidence level (one-tail)

Q.7: Now, consider each of the three package designs of Style cigarettes I showed you. Which one do you like the best?

86404127

Table 4a

Reasons For Liking Specific Style Package Design Best

- Total Smokers -

	<u>Total Smokers</u>		
	<u>Current</u>	<u>Test</u>	<u>New</u>
Base: Like Package Design Best	(44) [@]	(58)	(83)
	%	%	%
<u>Color (Net)</u>	<u>43</u>	<u>64</u>	<u>80</u>
<u>Specific Colors (Subnet)</u>	<u>18</u>	<u>26</u>	<u>12</u>
Like the white/white background	9	-	5
Like the green (menthol cell only)	7	16	7
Like the peach	-	9	-
Bright/bold colors/colors stand out	16	12	52
Soft/light/pastel colors	7	16	-
Like the colors	5	17	22
<u>Classy/Stylish (Net)</u>	<u>25</u>	<u>19</u>	<u>7</u>
Classy looking	20	12	1
Stylish/has style/more style	7	14	6
Simple	25	5	4
Attractive/pretty/appealing to the eye	20	7	33
Stands out (no mention of color)	9	16	7
Like the "S"	9	7	-
Feminine looking	2	29	5

[@] Caution: small base

Q.8a: This is the package design you liked best. Why do you like this package design the best?

86404128

Table 4b

Reasons For Liking Specific Style Package Design Best

- Fashion Brand Smokers -

	<u>Fashion Brand Smokers</u>		
	<u>Current</u>	<u>Test</u>	<u>New</u>
Base: Like Package Design Best	(20) [@]	(33) [@]	(50)
	%	%	%
<u>Color (Net)</u>	<u>35</u>	<u>58</u>	<u>76</u>
<u>Specific Colors (Subnet)</u>	<u>25</u>	<u>30</u>	<u>12</u>
Like the green (menthol cell only)	15	15	8
Like the white/white background	15	-	4
Like the peach	-	12	-
Bright/bold colors/colors stand out	20	6	50
Soft/light/pastel colors	-	21	-
Like the colors	-	9	20
<u>Classy/Stylish (Net)</u>	<u>25</u>	<u>15</u>	<u>10</u>
Classy looking	15	9	2
Stylish/has style/more style	10	12	8
Simple	25	9	4
Stands out (no mention of color)	15	18	8
Attractive/pretty/appealing to the eye	15	6	32
Like the "S"	15	6	-
Feminine looking	-	36	8

[@] Caution: small base

Q.8a: This is the package design you liked best. Why do you like this package design the best?

67170798

Table 4c

Reasons For Liking Specific Style Package Design Best

- Non-Fashion Brand Smokers -

Base: Like Package Design Best	<u>Non-Fashion Brand Smokers</u>		
	<u>Current</u> (24) [@] %	<u>Test</u> <u>Market</u> (25) [@] %	<u>New</u> (33) [@] %
<u>Color (Net)</u>	<u>50</u>	<u>72</u>	<u>85</u>
<u>Specific Colors (Subnet)</u>	<u>13</u>	<u>20</u>	<u>12</u>
Like the white/white background	4	-	6
Like the red/burgundy (non-menthol cell only)	4	-	3
Like the green (menthol cell only)	-	16	6
Like the peach	-	4	-
Bright/bold colors/colors stand out	13	20	55
Soft/light/pastel colors	13	8	-
Like the colors	8	28	24
<u>Classy/Stylish (Net)</u>	<u>25</u>	<u>24</u>	<u>3</u>
Classy looking	25	16	-
Stylish/has style/more style	4	16	3
Attractive/pretty/appealing to the eye	25	8	33
Simple	25	-	3
Feminine looking	4	20	-
Stands out (no mention of color)	4	12	6
Like the "S"	4	8	-

[@] Caution: small base

Q.8a: This is the package design you liked best. Why do you like this package design the best?

86404130

Table 4d

Total Reasons For Liking Specific Style Package Design Best

- Total Smokers -

	Total Smokers		
	Current (44) [®] %	Test Market (58) %	New (83) %
Base: Like Package Design Best			
<u>Color (Net)</u>	<u>66</u>	<u>84</u>	<u>92</u>
<u>Specific Colors (Subnet)</u>	<u>25</u>	<u>34</u>	<u>22</u>
Like the green (menthol cell only)	14	16	8
Like the white/white background	9	2	8
Like the red/burgundy (non-menthol cell only)	2	3	5
Like the peach	-	14	-
Soft/light/pastel colors	18	34	2
Bright/bold colors/colors stand out	18	24	66
Like the colors	16	34	35
Simple	36	7	4
<u>Classy/Stylish (Net)</u>	<u>27</u>	<u>31</u>	<u>10</u>
Classy looking	23	24	4
Stylish/has style/more style	7	17	7
Attractive/pretty/appealing to the eye	25	16	46
Like the "S"	25	14	-
Stands out (no mention of color)	16	19	10
All modern/sophisticated mentions	7	5	12
Like the style of the lettering	5	14	10
Feminine looking	2	38	10

[®] Caution: small base

Q.8a: This is the package design you liked best. Why do you like this package design the best?

Q.8b: What makes this package design more appealing than the other package designs?

86404131

Table 4e

Total Reasons For Liking Specific Style Package Design Best

- Fashion Brand Smokers -

	Fashion Brand Smokers		
	Current	Test	New
Base: Like Package Design Best	(20) [@]	(33) [@]	(50)
	%	%	%
<u>Color (Net)</u>	<u>65</u>	<u>82</u>	<u>86</u>
<u>Specific Colors (Subnet)</u>	<u>35</u>	<u>36</u>	<u>18</u>
Like the green (menthol cell only)	25	15	8
Like the white/white background	15	-	8
Like the peach	-	15	-
Like the red/burgundy (non-menthol cell only)	-	6	4
Bright/bold colors/colors stand out	25	18	62
Soft/light/pastel colors	15	45	-
Like the colors	5	30	32
Like the "S"	30	15	-
Simple	30	9	4
<u>Classy/Stylish (Net)</u>	<u>25</u>	<u>24</u>	<u>14</u>
Classy looking	15	18	6
Stylish/has style/more style	10	15	10
Stands out (no mention of color)	25	24	12
Attractive/pretty/appealing to the eye	25	12	46
Like the style of the lettering	5	12	8
All modern/sophisticated mentions	5	3	10
Feminine looking	-	42	14

[@] Caution: small base

Q.8a: This is the package design you liked best. Why do you like this package design the best?

Q.8b: What makes this package design more appealing than the other package designs?

86404132

Table 4f

Total Reasons For Liking Specific Style Package Design Best

- Non-Fashion Brand Smokers -

	<u>Non-Fashion Brand Smokers</u>		
	<u>Current</u>	<u>Test</u>	<u>New</u>
Base: Like Package Design Best	(24) [@]	(25) [@]	(33) [@]
	%	%	%
<u>Color (Net)</u>	<u>67</u>	<u>88</u>	<u>100</u>
Like the colors	25	40	39
Soft/light/pastel colors	21	20	6
<u>Specific Colors (Subnet)</u>	<u>17</u>	<u>32</u>	<u>27</u>
Like the green (menthol cell only)	4	16	9
Like the white/white background	4	4	9
Like the red/burgundy (non-menthol cell only)	4	-	6
Like the peach	-	12	-
Bright/bold colors/colors stand out	13	32	73
Simple	42	4	3
<u>Classy/Stylish (Net)</u>	<u>29</u>	<u>40</u>	<u>3</u>
Classy looking	29	32	-
Stylish/has style/more style	4	20	3
Attractive/pretty/appealing to the eye	25	20	45
Like the "S"	21	12	-
Stands out (no mention of color)	8	12	6
All modern/sophisticated mentions	8	8	15
Feminine looking	4	32	3
Like the style of the lettering	4	16	12

[@] Caution: small base

Q.8a: This is the package design you liked best. Why do you like this package design the best?

Q.8b: What makes this package design more appealing than the other package designs?

Table 5a
Specific Characteristic Ratings Of Style Package Designs
(Total Smokers)
- Mean ▲ -

	Total Smokers		
	Current	Test Market	New
	-----	(185)	-----
Base: Total	\bar{x}	\bar{x}	\bar{x}
<u>Personal Appeal</u>			
Is appealing to me personally	5.3	6.0*	6.8**
Conveys an image of a brand I would like to smoke	5.3	5.9*	6.4**
Is more appealing than my current brand	4.9	5.6*	6.2**
<u>Fashion/Style</u>			
Is for today's modern woman	5.7	6.4*	7.0**
Makes a positive fashion statement	5.5	6.2*	6.8**
Fits with the product's name "Style"	5.9	6.5*	7.0**
<u>Miscellaneous</u>			
Would stand out among other cigarette brands	5.3	6.1*	7.1**
Has the right touch of femininity for me	5.4	6.4*	6.9*

▲ = Based on a semantic differential scale from "10" to "1." Statements above were given a scale value of "10."

* = Significantly greater than Current at the 90% confidence level (two-tail)

+ = Significantly greater than Test Market at the 90% confidence level (two-tail)

Q.4c,5c,6c: For each pair of statements, I'd like you to choose the number that best describes this package design.

86404134

Table 5b
Specific Characteristic Of Style Package Designs
(Total Smokers)
- % "10" & "10/9" Rating -

	Total Smokers					
	"10" Rating			"10/9" Rating		
	<u>Current</u>	<u>Test Market</u>	<u>New</u>	<u>Current</u>	<u>Test Market</u>	<u>New</u>
Base: Total	-----	(185)	-----	-----	(185)	-----
	%	%	%	%	%	%
<u>Personal Appeal</u>						
Is appealing to me personally	8	15*	25**	18	28*	36**
Conveys an image of a brand I would like to smoke	9	13	16*	16	28*	29*
Is more appealing than my current brand	9	13	18*	13	21*	34**
<u>Fashion/Style</u>						
Is for today's modern woman	9	16*	24**	18	30*	34*
Makes a positive fashion statement	11	17*	22*	18	28*	32*
Fits with the product's name "Style"	11	18*	24*	24	33*	38*
<u>Miscellaneous</u>						
Would stand out among other cigarette brands	8	14*	24**	16	24*	38**
Has the right touch of femininity for me	6	19*	24*	17	30*	34*

* = Significantly greater than Current at the 90% confidence level (two-tail)

* = Significantly greater than Test Market at the 90% confidence level (two-tail)

Q.4c,5c,6c: For each pair of statements, I'd like you to choose the number that best describes this package design.

86404135

Table 5c
Specific Characteristic Ratings Of Style Package Designs
(Fashion Brand Smokers)
- Mean ▲ -

	<u>Fashion Brand Smokers</u>		
	<u>Current</u>	<u>Test Market</u>	<u>New</u>
	----- \bar{x}	(103) \bar{x}	----- \bar{x}
Base: Total			
<u>Personal Appeal</u>			
Is appealing to me personally	5.2	6.2*	7.0**
Conveys an image of a brand I would like to smoke	5.2	6.2*	6.6*
Is more appealing than my current brand	4.7	5.8*	6.2*
<u>Fashion/Style</u>			
Is for today's modern woman	5.4	6.5*	7.1**
Makes a positive fashion statement	5.4	6.4*	6.9*
Fits with the product's name "Style"	5.8	6.8*	7.1*
<u>Miscellaneous</u>			
Would stand out among other cigarette brands	5.1	6.2*	7.4**
Has the right touch of femininity for me	5.3	6.6*	6.9*

▲ = Based on a semantic differential scale from "10" to "1." Statements above were given a scale value of "10."

* = Significantly greater than Current at the 90% confidence level (two-tail)

+ = Significantly greater than Test Market at the 90% confidence level (two-tail)

Q.4c,5c,6c: For each pair of statements, I'd like you to choose the number that best describes this package design.

86404136

Table 5d
Specific Characteristic Ratings Of Style Package Designs
(Fashion Brand Smokers)
- % "10" & "10/9" Rating -

	Fashion Brand Smokers					
	"10" Rating			"10/9" Rating		
	Current	Test Market	New	Current	Test Market	New
	-----	(103)	-----	-----	(103)	-----
	%	%	%	%	%	%
Base: Total						
<u>Personal Appeal</u>						
Is appealing to me personally	7	17*	28**	16	31*	40*
Conveys an image of a brand I would like to smoke	7	18*	18*	13	32*	32*
Is more appealing than my current brand	9	15	18*	11	25*	34*
<u>Fashion/Style</u>						
Is for today's modern woman	6	17*	28**	15	36*	39*
Makes a positive fashion statement	10	21*	24*	17	35*	31*
Fits with the product's name "Style"	9	18*	26*	19	35*	36*
<u>Miscellaneous</u>						
Would stand out among other cigarette brands	7	16*	27**	13	27*	40**
Has the right touch of femininity for me	5	22*	24*	14	35*	34*

* = Significantly greater than Current at the 90% confidence level (two-tail)

+ = Significantly greater than Test Market at the 90% confidence level (two-tail)

Q.4c,5c,6c: For each pair of statements, I'd like you to choose the number that best describes this package design.

86404137

Table 5e
Specific Characteristic Ratings Of Style Package Designs
 (Non-Fashion Brand Smokers)
 - Mean▲ -

	<u>Non-Fashion Brand Smokers</u>		
	<u>Current</u>	<u>Test Market</u> (82)	<u>New</u>
Base: Total	\bar{x}	\bar{x}	\bar{x}
<u>Personal Appeal</u>			
Is appealing to me personally	5.4	5.7	6.5*
Conveys an image of a brand I would like to smoke	5.5	5.5	6.1
Is more appealing than my current brand	5.1	5.3	6.2**
<u>Fashion/Style</u>			
Is for today's modern woman	6.0	6.3	6.8*
Makes a positive fashion statement	5.8	6.0	6.8**
Fits with the product's name "Style"	6.0	6.2	7.0**
<u>Miscellaneous</u>			
Would stand out among other cigarette brands	5.5	5.8	6.7**
Has the right touch of femininity for me	5.5	6.2	6.8*

▲ = Based on a semantic differential scale from "10" to "1." Statements above were given a scale value of "10."

* = Significantly greater than Current at the 90% confidence level (two-tail)

+ = Significantly greater than Test Market at the 90% confidence level (two-tail)

Q.4c,5c,6c: For each pair of statements, I'd like you to choose the number that best describes this package design.

86404138

Table 5f
Specific Characteristic Ratings Of Style Package Designs
 (Non-Fashion Brand Smokers)
 - % "10" & "10/9" Rating -

	Non-Fashion Brand Smokers					
	<u>"10" Rating</u>			<u>"10/9" Rating</u>		
	<u>Current</u>	<u>Test Market</u>	<u>New</u>	<u>Current</u>	<u>Test Market</u>	<u>New</u>
	-----	(82)	-----	-----	(82)	-----
	%	%	%	%	%	%
Base: Total						
<u>Personal Appeal</u>						
Is appealing to me personally	9	11	21**	21	23	30
Conveys an image of a brand I would like to smoke	11	6	13	20	22	24
Is more appealing than my current brand	9	11	17	16	16	33**
<u>Fashion/Style</u>						
Is for today's modern woman	13	15	20	23	23	27
Makes a positive fashion statement	12	12	20	21	18	34**
Fits with the product's name "Style"	15	17	21	29	30	41
<u>Miscellaneous</u>						
Would stand out among other cigarette brands	9	12	21*	20	21	37**
Has the right touch of femininity for me	9	15	23*	21	24	34*

* = Significantly greater than Current at the 90% confidence level (two-tail)

* = Significantly greater than Test Market at the 90% confidence level (two-tail)

Q.4c,5c,6c: For each pair of statements, I'd like you to choose the number that best describes this package design.

86404139

Table 6a
Gender/Age Profile Of Style Package Designs
 (Total Smokers)

	<u>Total Smokers</u>		
	<u>Current</u>	<u>Test Market</u>	<u>New</u>
Base: Total	-----	(185)	-----
	%	%	%
<u>Gender</u>			
Mainly for women	49	75*•	61*
Mainly for men	10*•	3	3
For women and men equally	41+	22	36+
<u>Age</u>			
Mainly for younger adult smokers	28	27	26
Mainly for older adult smokers	18	18	14
For adult smokers of all ages	54	55	60

* = Significantly greater than Current at the 90% confidence level (two-tail)

+ = Significantly greater than Test Market at the 90% confidence level (two-tail)

• = Significantly greater than New at the 90% confidence level (two-tail)

Q.4d/e,5d/e,6d/e: Based on this package design, would this brand of cigarettes be ... (READ LIST)?

86404140

Table 6b
Gender/Age Profile Of Style Package Designs
(Fashion Brand Smokers)

	<u>Fashion Brand Smokers</u>		
	<u>Current</u>	<u>Test Market</u>	<u>New</u>
	-----	(103)	-----
Base: Total	%	%	%
<u>Gender</u>			
Mainly for women	48	74*•	62*
Mainly for men	12*•	2	3
For women and men equally	40*	24	35*
<u>Age</u>			
Mainly for younger adult smokers	32	29	28
Mainly for older adult smokers	11	11	16
For adult smokers of all ages	57	60	56

* = Significantly greater than Current at the 90% confidence level (two-tail)

+ = Significantly greater than Test Market at the 90% confidence level (two-tail)

• = Significantly greater than New at the 90% confidence level (two-tail)

Q.4d/e,5d/e,6d/e: Based on this package design, would this brand of cigarettes be ... (READ LIST)?

86404141

Table 6c
Gender/Age Profile Of Style Package Designs
(Non-Fashion Brand Smokers)

	<u>Non-Fashion Brand Smokers</u>		
	<u>Current</u>	<u>Test Market</u>	<u>New</u>
	-----	(82)	-----
Base: Total	%	%	%
<u>Gender</u>			
Mainly for women	49	77*•	60
Mainly for men	7	5	2
For women and men equally	44*	18	38*
<u>Age</u>			
Mainly for younger adult smokers	23	26	23
Mainly for older adult smokers	27•	27•	12
For adult smokers of all ages	50	47	65**

-
- * = Significantly greater than Current at the 90% confidence level (two-tail)
 + = Significantly greater than Test Market at the 90% confidence level (two-tail)
 • = Significantly greater than New at the 90% confidence level (two-tail)

Q.4d/e,5d/e,6d/e: Based on this package design, would this brand of cigarettes be ... (READ LIST)?

86404142

Table 7a

Overall Rating Of Competitive Package Designs

(Total Smokers)

- Mean -

Base: Evaluated Package Design		Total Smokers		
		Capri Slim Lights \bar{x}	Misty Slim Lights \bar{x}	Virginia Slims Lights \bar{x}
Total	(127,123,120)	6.7	7.2	7.0
<u>Type</u>				
Non-menthol	(66,63,67)	7.1	7.0	6.8
Menthol	(61,60,53)	6.2	7.5	7.3
<u>Style</u>				
<u>Aware</u>	(83,83,72)	<u>6.5</u>	<u>7.2</u>	<u>6.8</u>
Ever tried	(19,26,13) [@]	5.9	7.3	6.5

[@] Caution: small base

Q.9b,10a: Based on your overall impression, how much do you like this package design on a scale from "1" to "10"?

86404143

Table 7b

Overall Rating Of Competitive Package Designs

(Fashion Brand Smokers)

- Mean -

Base: Evaluated Package Design		<u>Fashion Brand Smokers</u>		
		<u>Capri Slim Lights</u> \bar{x}	<u>Misty Slim Lights</u> \bar{x}	<u>Virginia Slims Lights</u> \bar{x}
Total	(73,65,68)	6.7	7.5	7.1
<u>Type</u>				
Non-menthol	(37,34,37) [@]	7.1	7.5	7.3
Menthol	(36,31,31) [@]	6.3	7.5	6.9
<u>Age</u>				
35-44	(41,37,40) [@]	6.5	7.5	7.2
45-59	(32,28,28) [@]	6.9	7.5	7.0
Smoke Virginia Slims Lights most often	(32,34,32) [@]	6.4	7.3	8.3
<u>Style</u>				
Aware	(51,45 [@] ,46 [@])	<u>6.7</u>	<u>7.4</u>	<u>6.9</u>
Ever tried	(11,15,10) [@]	6.1	7.4	7.0

[@] Caution: small base

Q.9b,10a: Based on your overall impression, how much do you like this package design on a scale from "1" to "10"?

86404144

Table 7c

Overall Rating Of Competitive Package Designs

(Non-Fashion Brand Smokers)

- Mean -

Base: Evaluated Package Design		<u>Non-Fashion Brand Smokers</u>		
		<u>Capri Slim Lights</u> \bar{x}	<u>Misty Slim Lights</u> \bar{x}	<u>Virginia Slims Lights</u> \bar{x}
Total	(54,58,52)	6.7	7.0	6.9
<u>Type</u>				
Non-menthol	(29,29,30) [@]	7.1	6.4	6.3
Menthol	(25,29,22) [@]	6.1	7.5	7.7
<u>Age</u>				
35-44	(34,39,31) [@]	6.5	6.8	6.8
45-59	(20,19,21) [@]	6.9	7.3	7.0
Smoke Marlboro Lights most often	(26,32,26) [@]	6.7	6.5	6.3
<u>Style</u>				
Aware	(32,38,26) [@]	6.3	7.0	6.7
Ever tried	(8,11,3) [@]	5.6	7.1	4.7

[@] Caution: small base

Q.9b,10a: Based on your overall impression, how much do you like this package design on a scale from "1" to "10"?

Table 8a

Specific Characteristic Ratings Of Competitive Package Designs

(Total Smokers)

- Mean ▲ -

Base: Evaluated Package Design	Total Smokers		
	Capri Slim Lights (127) \bar{x}	Misty Slim Lights (123) \bar{x}	Virginia Slims Lights (120) \bar{x}
Has the right touch of femininity for me	6.8	7.3	6.7
Makes a positive fashion statement	6.7	7.3	6.8
Is appealing to me personally	6.4	7.1	6.8
Conveys an image of a brand I would like to smoke	6.3	6.8	6.8

▲ = Based on a semantic differential scale from "10" to "1". Statements above were given a scale value of "10".

Q.9c,10b: For each pair of statements, I'd like you to choose the number that best describes this package design.

86404146

Table 8b

Specific Characteristic Ratings Of Competitive Package Designs

(Total Smokers)

- % "10" & "10/9" Rating -

	Total Smokers					
	"10" Rating			"10/9" Rating		
Base: Evaluated Package Design	Capri Slim Lights (127) %	Misty Slim Lights (123) %	Virginia Slims Lights (120) %	Capri Slim Lights (127) %	Misty Slim Lights (123) %	Virginia Slims Lights (120) %
Has the right touch of femininity for me	17	21	23	35	37	38
Makes a positive fashion statement	17	18	22	32	36	38
Is appealing to me personally	17	20	23	30	37	38
Conveys an image of a brand I would like to smoke	15	16	24	29	31	36

Q.9c,10b: For each pair of statements, I'd like you to choose the number that best describes this package design.

86404147

Table 8c

Specific Characteristic Ratings Of Competitive Package Designs

(Fashion Brand Smokers)

- Mean [▲] -

Base: Evaluated Package Design	<u>Fashion Brand Smokers</u>		
	<u>Capri</u> <u>Slim</u> <u>Lights</u> (73) \bar{x}	<u>Misty</u> <u>Slim</u> <u>Lights</u> (65) \bar{x}	<u>Virginia</u> <u>Slims</u> <u>Lights</u> (68) \bar{x}
Has the right touch of femininity for me	6.7	7.5	6.8
Makes a positive fashion statement	6.6	7.5	6.8
Is appealing to me personally	6.6	7.3	6.9
Conveys an image of a brand I would like to smoke	6.4	7.1	6.9

▲ = Based on a semantic differential scale from "10" to "1". Statements above were given a scale value of "10".

Q.9c,10b: For each pair of statements, I'd like you to choose the number that best describes this package design.

Table 8d

Specific Characteristic Ratings Of Competitive Package Designs

(Fashion Brand Smokers)

- % "10" & "10/9" Rating -

	Fashion Brand Smokers					
	"10" Rating			"10/9" Rating		
Base: Evaluated Package Design	Capri Slim Lights (73) %	Misty Slim Lights (65) %	Virginia Slims Lights (68) %	Capri Slim Lights (73) %	Misty Slim Lights (65) %	Virginia Slims Lights (68) %
Has the right touch of femininity for me	18	22	28	40	38	41
Makes a positive fashion statement	19	18	26	36	40	43
Is appealing to me personally	21	22	28	36	38	40
Conveys an image of a brand I would like to smoke	18	18	32	36	34	41

Q.9c,10b: For each pair of statements, I'd like you to choose the number that best describes this package design.

86404149

Table 8e

Specific Characteristic Ratings Of Competitive Package Designs

(Non-Fashion Brand Smokers)

- Mean [▲] -

Base: Evaluated Package Design	<u>Non-Fashion Brand Smokers</u>		
	Capri Slim Lights (54) \bar{x}	Misty Slim Lights (58) \bar{x}	Virginia Slims Lights (52) \bar{x}
Has the right touch of femininity for me	6.8	7.1	6.5
Makes a positive fashion statement	6.8	7.0	6.8
Is appealing to me personally	6.3	6.9	6.6
Conveys an image of a brand I would like to smoke	6.1	6.5	6.6

▲ = Based on a semantic differential scale from "10" to "1". Statements above were given a scale value of "10".

Q.9c,10b: For each pair of statements, I'd like you to choose the number that best describes this package design.

86404150

Table 8f

Specific Characteristic Ratings Of Competitive Package Designs

(Non-Fashion Brand Smokers)

- % "10" & "10/9" Rating -

	Non-Fashion Brand Smokers					
	"10" Rating			"10/9" Rating		
Base: Evaluated Package Design	Capri Slim Lights (54) %	Misty Slim Lights (58) %	Virginia Slims Lights (52) %	Capri Slim Lights (54) %	Misty Slim Lights (58) %	Virginia Slims Lights (52) %
Has the right touch of femininity for me	15	21	17	28	36	33
Makes a positive fashion statement	15	17	15	28	31	33
Is appealing to me personally	13	19	15	22	34	35
Conveys an image of a brand I would like to smoke	11	14	13	20	28	29

Q.9c,10b: For each pair of statements, I'd like you to choose the number that best describes this package design.

86404151

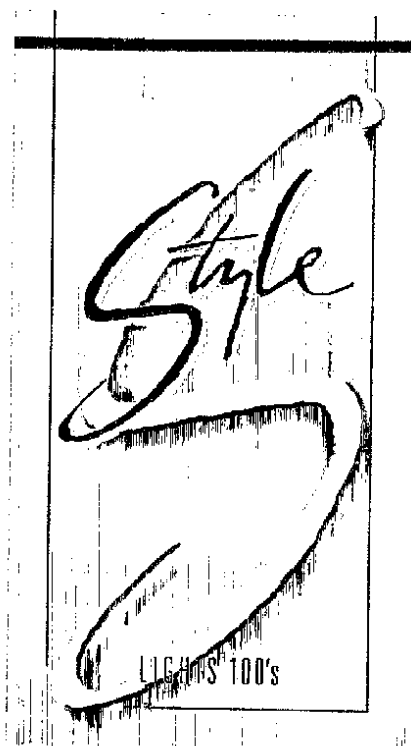
APPENDIX

86404152

STYLE
NON-MENTHOL



CURRENT



TEST MARKET



NEW

86404153

STYLE
MENTHOL



CURRENT



TEST MARKET

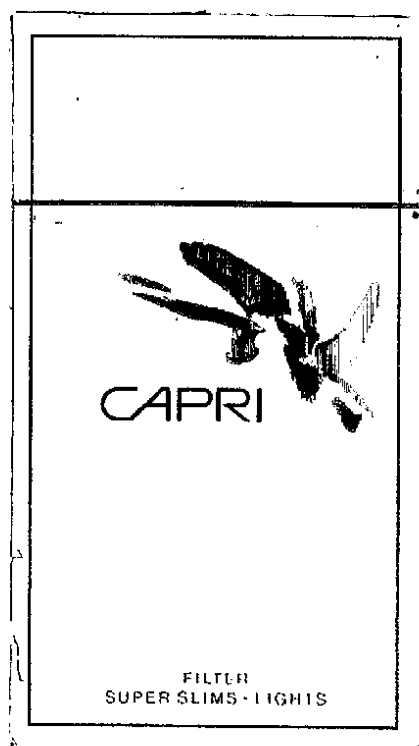


NEW

864404154

COMPETITIVE BRANDS

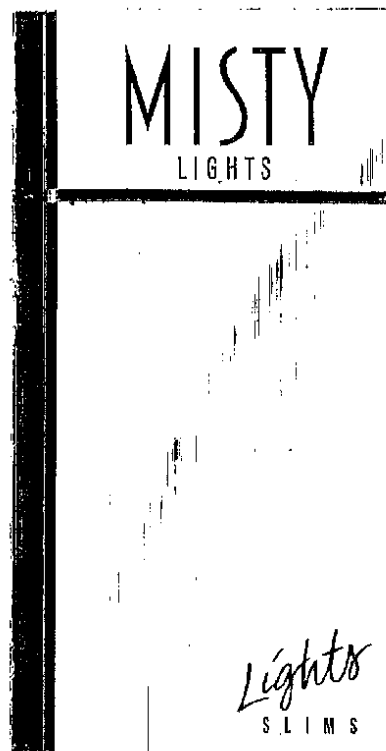
NON-MENTHOL



CAPRI

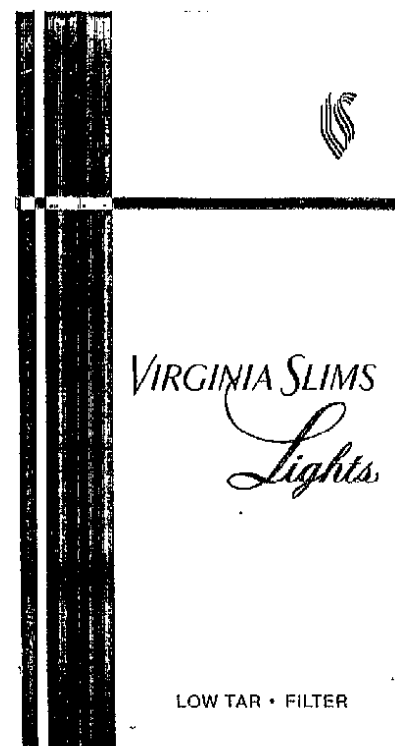
SLIM LIGHTS

86404155



MISTY

SLIM LIGHTS

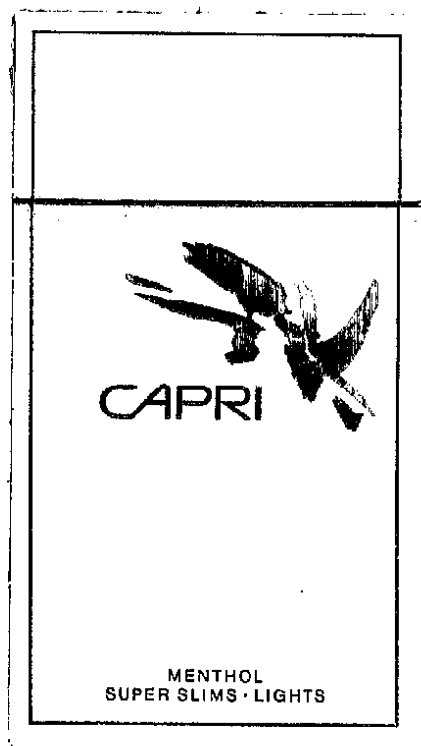


VIRGINIA SLIMS

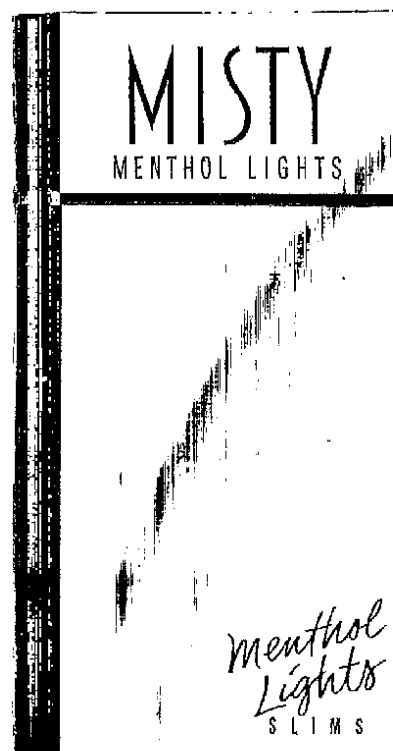
LIGHTS

COMPETITIVE BRANDS

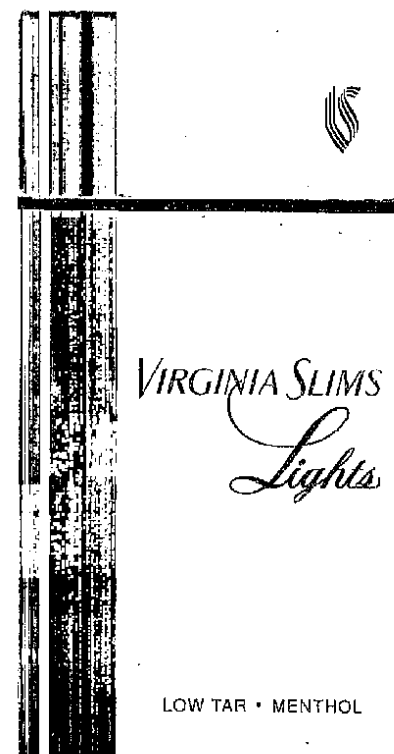
MENTHOL



CAPRI
SLIM LIGHTS



MISTY
SLIM LIGHTS



VIRGINIA SLIMS
LIGHTS

86404156

CIRCLE ONE:

Q.2 - Brand

"□" BRAND

Capri (Slim) Lights
OR, Misty Slim Lights
OR, Salem Slim Lights
OR, Style (Slim) Lights
OR, Virginia Slims Lights

"△" BRAND

Benson & Hedges Lights
OR
Marlboro Lights
OR
Salem Lights

Q.1g - Type

(6)

Menthol 1
Non-Menthol 2

3
4

CITY:

(7)

Atlanta 1
Chicago 2
Detroit 3
Jacksonville 4
Milford, CT 5
Nashville 6
New Orleans 7
Pittsburgh 8
Washington, D.C. . 9

PACKAGE TEST
(Screener)

RESPONDENT'S NAME: _____ AREA CODE: _____ PHONE #: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIP CODE: _____

INTERVIEWER'S NAME: _____ I.D. #: _____ TIME BEGAN: _____ AM/PM
(8-11)

DATE: _____ TIME ENDED: _____ AM/PM
(12-15)

(APPROACH FEMALES 35-59 YEARS OLD)

INTERVIEWER: ALL QUESTIONS SHOULD BE ASKED AS STATED. ALL RESPONSES ARE
TO BE RECORDED VERBATIM.

Hello, I'm _____ from Newman-Stein, Inc., a national market research firm. We're conducting a
survey in this area and I would like to ask you a few questions.

1a. Have you been interviewed on any consumer product in the past 3 months?

Yes 1 (TERMINATE, RECORD ON TALLY SHEET, ERASE AND RE-USE)
No 2 (CONTINUE)

86404157

1b.

(HAND RESPONDENT CARD 1)

Which of the following products do you currently use on a regular basis? (CIRCLE AS MANY AS APPLY)

Hair conditioner

(16)

1

Non-prescription pain
relievers

2

Cigarettes

3(MUST BE CIRCLED. IF NOT,
TERMINATE, RECORD ON TALLY
SHEET, ERASE AND RE-USE)

Mouthwash

4

TAKE BACK CARD 1

1c.

Do you, or does any member of your household, work in advertising, market research, or for any company which manufactures, distributes, or is related to any tobacco products?

Yes

1

(TERMINATE, RECORD ON TALLY SHEET, ERASE AND RE-USE)

No

2

(CONTINUE)

1d.

(HAND RESPONDENT CARD 2)

Which letter on this card indicates the age group you are in?

A. Under 18

(17)

1

B. 18-24

2

C. 25-34

3

D. 35-39

4

E. 40-44

5

F. 45-49

6

G. 50-55

7

H. 56-59

8

I. 60 and over

9

(DO NOT READ)

Refused

x

(TERMINATE, RECORD ON TALLY SHEET, ERASE
AND RE-USE)

(CONTINUE)

(TERMINATE, RECORD ON TALLY SHEET, ERASE
AND RE-USE)TAKE BACK CARD 2

86404158

- 1e. You mentioned you smoke cigarettes. How many cigarettes do you smoke in an average day?
(DO NOT READ LIST)

(18)

Less Than ½ Pack

4 or less

5-9

10-19 (½ pack but less than 1 pack)

20-29 (1 pack but less than 1½ packs)

30-39 (1½ packs but less than 2 packs)

40 or more (2 packs or more)

1 → (TERMINATE, RECORD ON TALLY SHEET, ERASE AND RE-USE)

2

3

4

5

6

(CONTINUE)

- 1f. Do you smoke filter or non-filter cigarettes? (CIRCLE ONE ANSWER)

Filter

1

(CONTINUE)

Non-filter

2

(TERMINATE, RECORD ON TALLY SHEET, ERASE AND RE-USE)

- 1g. Do you usually smoke menthol or non-menthol cigarettes? (CIRCLE ONE ANSWER)

(19)

Menthol

1

Non-menthol

2

(CHECK QUOTA. IF OVER QUOTA, TERMINATE, RECORD ON TALLY SHEET, ERASE AND RE-USE)

- 1h. Do you usually smoke regular width or slim size cigarettes? (CIRCLE ONE ANSWER)

(20)

Regular 1

Slim 2

- 1i. Now, I'd like to ask you a few specific questions about the brand of cigarettes you smoke most often. Would you please show me the pack of your regular brand of cigarettes?

- 1j. Is the brand you smoke most often a regular cigarette, a lights cigarette or an ultra lights cigarette?
(READ ENTIRE QUESTION/LIST BEFORE ACCEPTING AN ANSWER. CIRCLE ONE ANSWER)

Regular

1

(TERMINATE, RECORD ON TALLY SHEET, ERASE AND RE-USE)

Lights

2

(CHECK PACK, CONFIRM AND CONTINUE)

Ultra lights

3

(TERMINATE, RECORD ON TALLY SHEET, ERASE AND RE-USE)

- 1k. Is your regular brand the king size length, the longer 100mm length, or the extra long 120mm length? (CIRCLE ONE ANSWER)

King size

1

(TERMINATE, RECORD ON TALLY SHEET, ERASE AND RE-USE)

100mm

2

(CHECK PACK, CONFIRM AND CONTINUE)

120mm

3

(TERMINATE, RECORD ON TALLY SHEET, ERASE AND RE-USE)

86404159

2. What is the name of your regular brand of cigarettes, that is, the one brand you smoke most often?
(CIRCLE ONE ANSWER. DO NOT READ LIST. PROBE STARRED (*) BRANDS.)

* Benson & Hedges

ASK: Is that ... (READ BENSON & HEDGES BRANDS)? (22)

Benson & Hedges Regular	1
Benson & Hedges Lights	3
Benson & Hedges Multifilter Lights	5
Benson & Hedges Deluxe Ultra Lights	6

* Capri

ASK: Is that ... (READ CAPRI BRANDS)?

Capri Lights	7
Capri Slim Lights	8
Capri Slim Ultra Lights	9

* Marlboro

ASK: Is that ... (READ MARLBORO BRANDS)? (23)

Marlboro Regular	1
Marlboro Medium	2
Marlboro Lights	3
Marlboro Ultra Lights	4

* Misty Slim

ASK: Is that ... (READ MISTY SLIM BRANDS)?

Misty Slim Regular	5
Misty Slim Lights	6
Misty Slim Ultra Lights	7

* Salem

ASK: Is that ... (READ SALEM BRANDS)?

Salem Regular	8
Salem Preferred Regular	9
Salem Lights	9
Salem Slim Lights	10
Salem Ultra Lights	x
	(24)
Salem Preferred Lights	1

* Style

ASK: Is that ... (READ STYLE BRANDS)? (25)

Style Lights	1
Style Slim Lights	2

* Virginia Slims

ASK: Is that ... (READ VIRGINIA SLIMS BRANDS)?

Virginia Slims Regular	3
Virginia Slims Lights	4
Virginia Slims Ultra Lights	5
Virginia Slims Super Slims Ultra Lights	6

All other brands x

- CHECK PACK AND CONFIRM BRAND NAME.
- MUST BE CIRCLED IN ANY "□" OR "△" AREA. IF NOT, TERMINATE, RECORD ON TALLY SHEET, ERASE AND RE-USE.
- CHECK QUOTA. IF ELIGIBLE FOR UNFILLED TYPE/BRAND QUOTA, CONTINUE. IF OVER QUOTA, TERMINATE, RECORD ON TALLY SHEET, ERASE AND RE-USE.

ESCORT RESPONDENT TO INTERVIEWING AREA. REFER TO Q.1g - TYPE AND Q.2 - BRAND. ATTACH SCREENER TO MAIN QUESTIONNAIRE OF THE APPROPRIATE TYPE/BRAND PILE AND CIRCLE TYPE/BRAND ON FRONT OF SCREENER.

86404160

Newman-Stein, Inc.
902 Broadway
New York, NY 10010

Job #4788
October, 1996

MENTHOL "A" BRAND

PACKAGE TEST (Main Questionnaire)

26-x

27-4

28

(ASK Q.3a FOR EACH BRAND.)

- 3a. Although you may have mentioned this already, have you ever heard of (BRAND) cigarettes?
(CIRCLE "YES" OR "NO" FOR EACH BRAND)

	Yes	No	
Camel	1	2	(29)
Style	1	2	(30)
Winston Lights	1	2	(31)

32-80

- 3b. You may or may not be familiar with a brand of cigarettes called Style. Regardless, I'd like to show you a package design for Style cigarettes. Please look at it carefully, since I'd like your opinions of it.

5-2
6-1

- 4a. (HAND RESPONDENT PINK DOT BOARD)
I'd like you to tell me overall how much you like this package design. (HAND RESPONDENT CARD 3) We'll use the scale on this card that goes from "1" to "10" with "1" meaning you "dislike it very much" and "10" meaning you "like it very much." You can, of course, give it any number in between, based on how much you like it. Based on your overall impression, how much do you like this package design for Style cigarettes on a scale from "1" to "10"?

Rating _____ (7)

TAKE BACK CARD 3

- 4b. (HAND RESPONDENT CARD 4)
Based on this package design, how likely would you be to buy Style cigarettes if they were available at a store where you usually shop?

(8)

Definitely would buy them	1
Probably would buy them	2
Might or might not buy them	3
Probably would not buy them	4
Definitely would not buy them	5

86404161

TAKE BACK CARD 4

9-11

- 4c. Now, I'd like to get your reactions to specific aspects of this package design. I'd like you to look at several pairs of statements which may be used to describe this package design.

(HAND RESPONDENT EXAMPLE CARD)

Here is an example. Please note that there is a statement on the left and a statement on the right that are opposite in meaning and are separated by ten numbers. If you feel the statement on the left strongly describes the package design, you would circle the number furthest to the left. If you feel the statement on the right strongly describes the package design, then you would circle the number furthest to the right. If your opinion is somewhere in between, then you would circle a number closer to the middle. Please remember that you can circle any one of the ten numbers to indicate your opinion.

TAKE BACK EXAMPLE CARD

I am now going to give you several pairs of statements with the same scale. For each pair of statements, I'd like you to choose the number that best describes this package design. Please remember to read the statement on the left and the statement on the right.

INTERVIEWER: TURN TO NEXT PAGE AND HAND RESPONDENT THE QUESTIONNAIRE AND A PENCIL. DO NOT LEAVE THE ROOM IN CASE THE RESPONDENT HAS ANY QUESTIONS.

86404162

Would stand out among
other cigarette
brands

10 9 8 7 6 5 4 3 2 1

Would not stand
out among other
cigarette brands

(13)

Is more appealing than
my current brand

10 9 8 7 6 5 4 3 2 1

Is not more
appealing than my
current brand

(14)

Is for today's
modern woman

10 9 8 7 6 5 4 3 2 1

Is not
for today's
modern woman

(15)

Fits with the product's
name "Style"

10 9 8 7 6 5 4 3 2 1

Does not fit with
the product's
name "Style"

(16)

Conveys an image of a
brand I would like to
smoke

10 9 8 7 6 5 4 3 2 1

Does not convey
an image of a
brand I would like
to smoke

(17)

Is appealing to me
personally

10 9 8 7 6 5 4 3 2 1

Is not appealing
to me personally

(18)

Makes a positive
fashion statement

10 9 8 7 6 5 4 3 2 1

Does not make a
positive fashion
statement

(19)

Has the right touch
of femininity for me

10 9 8 7 6 5 4 3 2 1

Does not have the
right touch of
femininity for me

(20)

HAND QUESTIONNAIRE BACK TO INTERVIEWER

86404163

INTERVIEWER: CHECK TO MAKE SURE EACH STATEMENT WAS RATED IN Q.4c.

4d. Based on this package design, would this brand of cigarettes be ... (READ LIST)?

(21)

Mainly for women 1

Mainly for men 2

OR, For women and men equally 3

4e. And, based on this package design, would this brand of cigarettes be ... (READ LIST)?

(22)

Mainly for younger adult smokers 1

Mainly for older adult smokers 2

OR, For adult smokers of all ages 3

TAKE BACK PACKAGE DESIGN

23-80

86404164

5a.

(HAND RESPONDENT GREEN DOT BOARD)

Here is another package design for Style cigarettes I'd like you to look at. I'd like you to tell me overall how much you like this package design. (HAND RESPONDENT CARD 3) We'll use the scale on this card that goes from "1" to "10" with "1" meaning you "dislike it very much" and "10" meaning you "like it very much". Of course, you can give it any number in between, based on how much you like it. Based on your overall impression, how much do you like this package design for Style cigarettes on a scale from "1" to "10"?

Rating _____ (7)

TAKE BACK CARD 3

5b.

(HAND RESPONDENT CARD 4)

Based on this package design, how likely would you be to buy Style cigarettes if they were available at a store where you usually shop?

(8)

Definitely would buy them 1
 Probably would buy them 2
 Might or might not buy them 3
 Probably would not buy them 4
 Definitely would not buy them 5

TAKE BACK CARD 49-11

5c.

Now, I'd like to get your reactions to specific aspects of this package design. I'd like you to look at several pairs of statements which may be used to describe this package design.

Similar to what you did earlier, for each pair of statements, I'd like you to choose the number that best describes this package design. If you feel the statement on the left strongly describes the package design, you would circle the number furthest to the left. If you feel the statement on the right strongly describes the package design, then you would circle the number furthest to the right. If your opinion is somewhere in between, then you would circle a number closer to the middle. Of course, you can circle any one of the ten numbers to indicate your opinion. Please remember to read the statement on the left and the statement on the right.

INTERVIEWER: TURN TO NEXT PAGE AND HAND RESPONDENT THE QUESTIONNAIRE AND A PENCIL. DO NOT LEAVE THE ROOM IN CASE THE RESPONDENT HAS ANY QUESTIONS.

86404165

Would stand out among
other cigarette
brands

10 9 8 7 6 5 4 3 2 1

Would not stand
out among other
cigarette brands

(13)

Is more appealing than
my current brand

10 9 8 7 6 5 4 3 2 1

Is not more
appealing than my
current brand

(14)

Is for today's
modern woman

10 9 8 7 6 5 4 3 2 1

Is not
for today's
modern woman

(15)

Fits with the product's
name "Style"

10 9 8 7 6 5 4 3 2 1

Does not fit with
the product's
name "Style"

(16)

Conveys an image of a
brand I would like to
smoke

10 9 8 7 6 5 4 3 2 1

Does not convey
an image of a
brand I would like
to smoke

(17)

Is appealing to me
personally

10 9 8 7 6 5 4 3 2 1

Is not appealing
to me personally

(18)

Makes a positive
fashion statement

10 9 8 7 6 5 4 3 2 1

Does not make a
positive fashion
statement

(19)

Has the right touch
of femininity for me

10 9 8 7 6 5 4 3 2 1

Does not have the
right touch of
femininity for me

(20)

HAND QUESTIONNAIRE BACK TO INTERVIEWER

86404166

INTERVIEWER: CHECK TO MAKE SURE EACH STATEMENT WAS RATED IN Q.5c.

5d. Based on this package design, would this brand of cigarettes be ... (READ LIST)?

(21)

Mainly for women 1

Mainly for men 2

OR, For women and men equally 3

5e. And, based on this package design, would this brand of cigarettes be ... (READ LIST)?

(22)

Mainly for younger adult smokers 1

Mainly for older adult smokers 2

OR, For adult smokers of all ages 3

TAKE BACK PACKAGE DESIGN

23-80

86404167

6a.

(HAND RESPONDENT BROWN DOT BOARD)

Here is another package design for Style cigarettes I'd like you to look at. I'd like you to tell me overall how much you like this package design. (HAND RESPONDENT CARD 3) We'll use the scale on this card that goes from "1" to "10" with "1" meaning you "dislike it very much" and "10" meaning you "like it very much". Of course, you can give it any number in between, based on how much you like it. Based on your overall impression, how much do you like this package design for Style cigarettes on a scale from "1" to "10"?

Rating _____ (7)

TAKE BACK CARD 3

6b.

(HAND RESPONDENT CARD 4)

Based on this package design, how likely would you be to buy Style cigarettes if they were available at a store where you usually shop?

(8)

Definitely would buy them 1

Probably would buy them 2

Might or might not buy them 3

Probably would not buy them 4

Definitely would not buy them 5

TAKE BACK CARD 49-11

6c.

Now, I'd like to get your reactions to specific aspects of this package design. I'd like you to look at several pairs of statements which may be used to describe this package design.

Again, for each pair of statements, I'd like you to choose the number that best describes this package design. You can circle any one of the ten numbers to indicate your opinion. Please remember to read the statement on the left and the statement on the right.

INTERVIEWER: TURN TO NEXT PAGE AND HAND RESPONDENT THE QUESTIONNAIRE AND A PENCIL. DO NOT LEAVE THE ROOM IN CASE THE RESPONDENT HAS ANY QUESTIONS.

86404168

Would stand out among
other cigarette
brands

10 9 8 7 6 5 4 3 2 1

Would not stand
out among other
cigarette brands

(13)

Is more appealing than
my current brand

10 9 8 7 6 5 4 3 2 1

Is not more
appealing than my
current brand

(14)

Is for today's
modern woman

10 9 8 7 6 5 4 3 2 1

Is not
for today's
modern woman

(15)

Fits with the product's
name "Style"

10 9 8 7 6 5 4 3 2 1

Does not fit with
the product's
name "Style"

(16)

Conveys an image of a
brand I would like to
smoke

10 9 8 7 6 5 4 3 2 1

Does not convey
an image of a
brand I would like
to smoke

(17)

Is appealing to me
personally

10 9 8 7 6 5 4 3 2 1

Is not appealing
to me personally

(18)

Makes a positive
fashion statement

10 9 8 7 6 5 4 3 2 1

Does not make a
positive fashion
statement

(19)

Has the right touch
of femininity for me

10 9 8 7 6 5 4 3 2 1

Does not have the
right touch of
femininity for me

(20)

HAND QUESTIONNAIRE BACK TO INTERVIEWER

86404169

INTERVIEWER: CHECK TO MAKE SURE EACH STATEMENT WAS RATED IN Q.6c.

6d. Based on this package design, would this brand of cigarettes be ... (READ LIST)?

- | | |
|-------------------------------|------|
| | (21) |
| Mainly for women | 1 |
| Mainly for men | 2 |
| OR, For women and men equally | 3 |

6e. And, based on this package design, would this brand of cigarettes be ... (READ LIST)?

- | | |
|-----------------------------------|------|
| | (22) |
| Mainly for younger adult smokers | 1 |
| Mainly for older adult smokers | 2 |
| OR, For adult smokers of all ages | 3 |

TAKE BACK PACKAGE DESIGN

23-32

86404170

(LAY OUT THE PINK DOT, BROWN DOT AND GREEN DOT BOARDS IN FRONT OF THE RESPONDENT.)

7. Now, consider each of the three package designs of Style cigarettes I showed you. Which one do you like the best? (CIRCLE ONE ANSWER)

(34)
Pink dot 1
Brown dot 2
Green dot 3

(REMOVE FROM VIEW THE TWO BOARDS NOT CIRCLED IN Q.7. LEAVE ONLY THE BOARD CIRCLED IN Q.7 IN SIGHT.)

- 8a. This is the package design you liked best. Why do you like this package design the best? (PROBE FULLY)

35-

36-

37-

38-

39-

40-

41-42

- 8b. What makes this package design more appealing than the other package designs? (PROBE FULLY)

43-

44-

45-

46-

47-

48-

49-80

TAKE BACK THE REMAINING PACKAGE DESIGN.

86404170A

- 9a. Now, I'd like to show you the package designs of two other brands of cigarettes which are currently available. You may or may not be familiar with these brands of cigarettes, but regardless, I'd like you to look at each of them carefully since I'd like your opinions of each one.

- 9b. (HAND RESPONDENT BOARD "K" - Misty)
Here is the first package design I'd like you to look at. I'd like you to tell me overall how much you like this package design. (HAND RESPONDENT CARD 3) We'll use the scale on this card that goes from "1" to "10" with "1" meaning you "dislike it very much" and "10" meaning you "like it very much." You can, of course, give it any number in between, based on how much you like it. Based on your overall impression, how much do you like this package design on a scale from "1" to "10"?

Rating _____ (7)

TAKE BACK CARD 3

- 9c. Now, I'd like to get your reactions to specific aspects of this package design. I'd like you to look at several pairs of statements which may be used to describe this package design.

Again, for each pair of statements, I'd like you to choose the number that best describes this package design. You can circle any one of the ten numbers to indicate your opinion. Please remember to read the statement on the left and the statement on the right.

INTERVIEWER: TURN TO NEXT PAGE AND HAND RESPONDENT THE QUESTIONNAIRE AND A PENCIL. DO NOT LEAVE THE ROOM IN CASE THE RESPONDENT HAS ANY QUESTIONS.

Conveys an image of a
brand I would like to
smoke

10 9 8 7 6 5 4 3 2 1

Does not convey
an image of a
brand I would like
to smoke

(17)

Is appealing to me
personally

10 9 8 7 6 5 4 3 2 1

Is not appealing
to me personally

(18)

Makes a positive
fashion statement

10 9 8 7 6 5 4 3 2 1

Does not make a
positive fashion
statement

(19)

Has the right touch
of femininity for me

10 9 8 7 6 5 4 3 2 1

Does not have the
right touch of
femininity for me

(20)

HAND QUESTIONNAIRE BACK TO INTERVIEWER

86404171

INTERVIEWER: CHECK TO MAKE SURE EACH STATEMENT WAS RATED IN Q.9c. THEN, REMOVE PACKAGE DESIGN.

10a.

(HAND RESPONDENT BOARD "J" - Capri)

Here is another package design I'd like you to look at. I'd like you to tell me overall how much you like this package design. (HAND RESPONDENT CARD 3) We'll use the scale on this card that goes from "1" to "10" with "1" meaning you "dislike i very much" and "10" meaning you "like it very much." You can, of course, give it any number in between, based on how much you like it. Based on your overall impression, how much do you like this package design on a scale from "1" to "10"?

Rating _____ (7)

TAKE BACK CARD 3

10b.

Now, I'd like to get your reactions to specific aspects of this package design. I'd like you to look at several pairs of statements which may be used to describe this package design.

Again, for each pair of statements, I'd like you to choose the number that best describes this package design. You can circle any one of the ten numbers to indicate your opinion. Please remember to read the statement on the left and the statement on the right.

INTERVIEWER: TURN TO NEXT PAGE AND HAND RESPONDENT THE QUESTIONNAIRE AND A PENCIL. DO NOT LEAVE THE ROOM IN CASE THE RESPONDENT HAS ANY QUESTIONS.

Conveys an image of a
brand I would like to
smoke

10 9 8 7 6 5 4 3 2 1

Does not convey
an image of a
brand I would like
to smoke

(17)

Is appealing to me
personally

10 9 8 7 6 5 4 3 2 1

Is not appealing
to me personally

(18)

Makes a positive
fashion statement

10 9 8 7 6 5 4 3 2 1

Does not make a
positive fashion
statement

(19)

Has the right touch
of femininity for me

10 9 8 7 6 5 4 3 2 1

Does not have the
right touch of
femininity for me

(20)

HAND QUESTIONNAIRE BACK TO INTERVIEWER

86404173

INTERVIEWER: CHECK TO MAKE SURE EACH STATEMENT WAS RATED IN Q.10b. THEN,
REMOVE PACKAGE DESIGN.

(REFER TO Q.2 AND Q.3a. IF NO "STYLE" BRAND CIRCLED IN Q.2 AND IF CIRCLED IN
BOXED AREA OF Q.3a, CONTINUE. OTHERWISE, SKIP TO Q.13.)

21-47

11. Now, I'd like you to think about Style cigarettes again. Have you ever tried Style cigarettes?

(48)

Yes .. 1 (CONTINUE)
No ... 2 (SKIP TO Q.13)

12. Did you ever smoke Style on a regular basis?

(49)

Yes .. 1
No ... 2

(ASK EVERYONE)

13. Now, I'd like you to think about your regular brand of cigarettes. Do you usually purchase these
in a box or soft pack?

(50)

Box 1
Soft pack 2

51

14. Finally, I would like to ask you a few questions for classification purposes only. What was the last
grade of school you completed? (DO NOT READ LIST)

(52)

Grammar school 1
Some high school 2
High school graduate 3
Some college 4
College graduate 5
Post graduate 6
Other education 7

- 15a. What is your present employment status ... (READ LIST)?

(53)

Employed full-time 1
Employed part-time 2
Retired 3
Homemaker 4
Student 5
Not employed 6
Refused x

(DO NOT READ)

86404174

15b. Are you ... (READ LIST)?

(54)

Married	1
Single, that is never married	2
Widowed	3
Divorced or separated	4
Refused	x

(DO NOT READ)

16. (HAND RESPONDENT INCOME CARD)

Just for classification purposes, which letter on this card includes your total household income before taxes last year?

(55)

A. Under \$10,000	1
B. \$10,000 - \$14,999	2
C. \$15,000 - \$19,999	3
D. \$20,000 - \$29,999	4
E. \$30,000 - \$39,999	5
F. \$40,000 - \$49,999	6
G. \$50,000 - \$74,999	7
H. \$75,000 - \$99,999	8
I. \$100,000 and over	9
Don't know	x
Refused	y

(DO NOT READ)

TAKE BACK INCOME CARD

17. (RECORD BY OBSERVATION. DO NOT ASK)

(56)

White	1
Black or African American	2
Hispanic	3
Asian	4
Other	5
Refused	6

(DO NOT READ)

THANK YOU FOR YOUR COOPERATION. YOUR OPINION COUNTS.

57-80

86404175

METHODOLOGICAL SUMMARY

<u>Type Of Study:</u>	Package Test										
<u>Study Design:</u>	Sequential monadic test -- respondents exposed to and evaluated three Style package designs, one at a time and two competitive package designs, one at a time										
<u>Package Designs Tested:</u>	Style packages included the Current white package, the beige/green package design in Test Market and the New package design, in both non-menthol and menthol versions. Competitive packages included Capri Slim Lights, Misty Slim Lights and Virginia Slims Lights, in both non-menthol and menthol versions.										
<u>Respondent Eligibility:</u>	<p>Female low tar 100MM non-menthol and menthol smokers (smoke 5+ cigarettes/day) between 35-59 years of age. Brand user groups were as follows:</p> <p><u>Fashion Brand Smokers</u> -- brands include Capri (Slim) Lights, Misty Slim Lights, Salem Slim Lights, Style and Virginia Slims Lights</p> <p><u>Non-Fashion Brand Smokers</u> -- brands include Benson & Hedges Lights, Marlboro Lights and Salem Lights</p>										
<u>Sample Size & Composition:</u>	185 -- 103 Fashion Brand smokers (52% non-menthol, 48% menthol) and 82 Non-Fashion Brand smokers (54% non-menthol and 46% menthol)										
<u>Type Of Interview:</u>	Personal CLT										
<u>Interviewing Period:</u>	October 15 - November 3, 1996										
<u>Cities:</u>	<table><tr><td>Atlanta, GA</td><td>Nashville, TN</td></tr><tr><td>Chicago, IL</td><td>New Orleans, LA</td></tr><tr><td>Detroit, MI</td><td>Pittsburgh, PA</td></tr><tr><td>Jacksonville, FL</td><td>Washington D.C.</td></tr><tr><td>Milford, CT</td><td></td></tr></table>	Atlanta, GA	Nashville, TN	Chicago, IL	New Orleans, LA	Detroit, MI	Pittsburgh, PA	Jacksonville, FL	Washington D.C.	Milford, CT	
Atlanta, GA	Nashville, TN										
Chicago, IL	New Orleans, LA										
Detroit, MI	Pittsburgh, PA										
Jacksonville, FL	Washington D.C.										
Milford, CT											
<u>Validation:</u>	At least 20% of the interviews (minimum of two interviews by each interviewer) were telephone validated via WATS lines by Winifred Meahl.										

864404176